

THINK RUGBY UNION THINK US

An exciting 18 months lie ahead for Rugby, with world champions New Zealand in town and the World Cup in Japan.

We reach ½ of all Rugby fans every week!

Key Dates

2018

England in South Africa
9th – 23rd June

Autumn Internationals

England vs South Africa
3rd Nov (Twickenham)

England vs N. Zealand
10th Nov (Twickenham)

Ireland vs N. Zealand
17th Nov (Dublin)

England vs Australia
24th Nov (Twickenham)

2019

6 Nations Championship
1 Feb – 16 Mar

World Cup: Japan

20th Sep – 2nd Nov

Source: TGI Clickstream 2018 Q1 Daily cross media reach of publishers | Newspapers AIR



Our Rugby Union Credentials

2.4M

Rugby fans
every day

that's
22%
of GB
total

5.0M

Rugby fans
every week

that's
45%
of GB
total

Grass Rooters

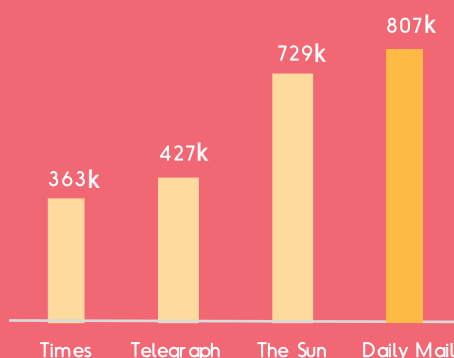


Metro readers are
TWICE
as likely to play Rugby
regularly or occasionally

Live Eventers



Daily Mail readers are
+71%
more likely to attend a
rugby match



**Daily Mail
reaches more
rugby fans than
other core titles**

The Power Of Our Audience



1/3

of all trips to Japan
and Korea were
taken by our daily
audience



+5k

more on average in
savings & investments
than the average GB
resident



+42%

more likely to be
in the market for a
new car in the next 6
months