

The Daily Mail is in touch with the hearts and minds of 'Middle England', reflecting the concerns, hopes and lifestyles of this powerful audience. With Geordie Greig at the helm, it asks tough questions and is an integral force in the British cultural and political landscape. The Daily Mail has a proud tradition of editorial integrity and campaigning journalism and is currently at the forefront of the fight against plastic waste with its hugely successful 'Turn the tide on Plastic' campaign.



Did you know?
DAILY MAIL SATURDAY IS THE #1 SELLING NEWSPAPER IN THE COUNTRY!

What?



1.15
MILLION
ABC
CIRCULATION




2.5
MILLION
DAILY
READERSHIP


Where?

 516k SOUTH EAST	 388k MIDLANDS	 287k LONDON	 298k EAST ENGLAND	 249k SOUTH WEST	 298k NORTH WEST	 151k YORKSHIRE	 138k SCOTLAND	 130k WALES	 58k NORTH EAST
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Who?


GENDER

47% 

53% 

59
AVERAGE
AGE

 **53**
MINS
TIME SPENT
READING

 **60%**
ABC1%

Why?

SPENDING POWER

£1 in £10

of all weekly expenditure on groceries is spent by Daily Mail weekly readers

ADVENTUROUS

+29%

more likely to have visited a long haul travel destination in the last year

WEALTHY

£42,950

Average savings and investments of Daily Mail readers (+£22,000 more than GB avg)