

Daily Mail

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?



1.13
MILLION
ABC
CIRCULATION



2.3
MILLION
DAILY
READERSHIP

WHERE?



WHO?

GENDER



60
AVERAGE
AGE



53
MINS
TIME SPENT
READING



62%
ABC1%

WHY?

SPENDING POWER

£1 IN £10

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

ADVENTUROUS

+19%

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

WEALTHY

£47,902

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