

Edited by Ted Verity, The Mail on Sunday delivers ground-breaking, investigative journalism and incisive debate. Incorporating award-winning supplements, YOU and EVENT and must-read features, it keeps readers entertained and informed, often setting the news agenda for the week ahead.



DID YOU KNOW?
 THE MAIL ON SUNDAY REACHES MORE ABC1 ADULTS THAN ANY OTHER SUNDAY TITLE

WHAT?



THOUSAND
 ABC
 CIRCULATION



MILLION
 WEEKLY
 READERSHIP

WHERE?



WHO?

GENDER



55
 AVERAGE
 AGE



MINS
 TIME SPENT
 READING



63%
 ABC1%

WHY?

IN THE MARKET

+35%

more likely to want to buy a new car in the next 12 months

BIG SPENDERS

+52%

more likely to spend £2500 or more on holidays in last 12 months

WEALTHY

£42,046

Average savings and investments of The Mail on Sunday readers (£13,000 more than GB avg)