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.

**WHAT?**

- **960** THOUSAND ABC CIRCULATION
- **2.1** MILLION WEEKLY READERSHIP

**WHERE?**

- **454K** SOUTH EAST
- **283K** MIDLANDS
- **280K** LONDON
- **289K** EAST ENGLAND
- **230K** SOUTH WEST
- **181K** NORTH WEST
- **141K** YORKSHIRE
- **116K** SCOTLAND
- **111K** WALES
- **98K** NORTH EAST

**WHO?**

- **55** AVERAGE AGE
- **46%** 54% GENDER (M:F)

**WHY?**

- **+35%** IN THE MARKET
  - more likely to want to buy a new car in the next 12 months
- **+52%** BIG SPENDERS
  - more likely to spend £2500 or more on holidays in last 12 months
- **£42,046** WEALTHY
  - Average savings and investments of The Mail on Sunday readers (£13,000 more than GB avg)

**DID YOU KNOW?**

THE MAIL ON SUNDAY REACHES MORE ABC1 ADULTS THAN ANY OTHER SUNDAY TITLE

**TIME SPENT READING**

- **72** MINS

SOURCE: *AVERAGE AGE TAKEN FROM AA/QO READERSHIP | TGI CLICKSTREAM MOBILE Q1 2020 | PAMCo Q1 2020 (Jan’19-Dec’19) | ABC FEBRUARY 2020 | OMNITURE JANUARY 2020*