

Daily Mail

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. Daily Mail has a proud tradition of editorial integrity and campaigning journalism and has been at the forefront of initiatives such as 'Turn the tide on plastic', its fight against plastic waste and 'MailForce', a campaign which raised over £10 Million to supply PPE for frontline workers during the COVID-19 pandemic.



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)