

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. It's 'Turn the tide on Plastic campaign' is at the forefront of the fight against plastic waste and its charity campaign 'Mail Force' has fundraised millions in cash and equipment for health and care workers.



DID YOU KNOW?
DAILY MAIL SATURDAY IS THE **#1 SELLING** NEWSPAPER IN THE COUNTRY!

WHAT?



THOUSAND
ABC
CIRCULATION



MILLION
DAILY
READERSHIP

WHERE?



WHO?

GENDER



56
AVERAGE
AGE



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

WEALTHY

£44,045

average savings and investments of Daily Mail readers (+£16,585 more than the GB average)