

Edited by Ted Verity, The Mail on Sunday delivers ground-breaking, investigative journalism and incisive debate. Incorporating award-winning supplement, YOU 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

**+70%**

more likely to want to buy a new car in the next 7-12 months

### BIG SPENDERS

**+31%**

more likely to be planning a holiday in the British Isles in the next 12 months

### WEALTHY

**£43,857**

average savings and investments of The Mail on Sunday readers (+£16,397 more than GB average)