Daily Mail is in touch with the hearts and minds of ‘Middle England’, reflecting the concerns, hopes and lifestyles of this powerful audience. With Ted Verity 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. Its ‘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.

**WHAT?**

- **999 Thousand ABC Circulation**
- **2.07 Million Daily Readership**

**WHERE?**

- **360K** South East
- **336K** Midlands
- **227K** London
- **269K** East England
- **196K** South West
- **279K** North West
- **141K** Yorkshire
- **117K** Scotland
- **96K** Wales
- **52K** North East

**WHO?**

- **45%** Male
- **53%** Female
- **56** Average Age
- **48** Mins Time Spent Reading
- **63%** ABC1

**WHY?**

- **£89** weekly spend on groceries, +6% more than the average adult
- **20%** more likely to visit Europe in next 12 months
- **£45,064** average savings and investments of Daily Mail readers (+£15,605 more than the GB average)

Source: PAMCo Bridge 2022 Q1, TGI March 2022, ABC Oct. 21 - March 22