

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.



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

WHAT?

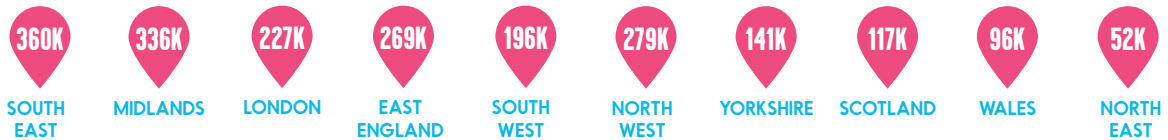


999 THOUSAND
 ABC CIRCULATION



2.07 MILLION
 DAILY READERSHIP

WHERE?



WHO?

GENDER



56
 AVERAGE AGE



48 MINS
 TIME SPENT READING



63%
 ABC1

WHY?

SPENDING POWER

£89

weekly spend on groceries, +6% more than the average adult

ADVENTUROUS

+20%

more likely to visit Europe in next 12 months

WEALTHY

£45,064

average savings and investments of Daily Mail readers (+£15,605 more than the GB average)