

Edited by David Dillon, The Mail on Sunday delivers ground-breaking, investigative journalism and incisive debate. Incorporating award-winning supplement, YOU and must-read magazine 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 ADULTS THAN ANY OTHER SUNDAY TITLE

WHAT?



THOUSAND
ABC
CIRCULATION

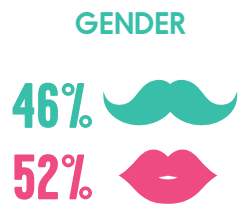


MILLION
WEEKLY
READERSHIP

WHERE?



WHO?



56
AVERAGE
AGE



63%
ABC1

WHY?

IN THE MARKET
+17%
more likely to want to buy a new car in the next 7-12 months

STAYCATIONERS
+39%
more likely to be planning a holiday in the British Isles in the next 12 months

WEALTHY
£42,375
average savings and investments of The Mail on Sunday readers (+£12,916 more than GB average)