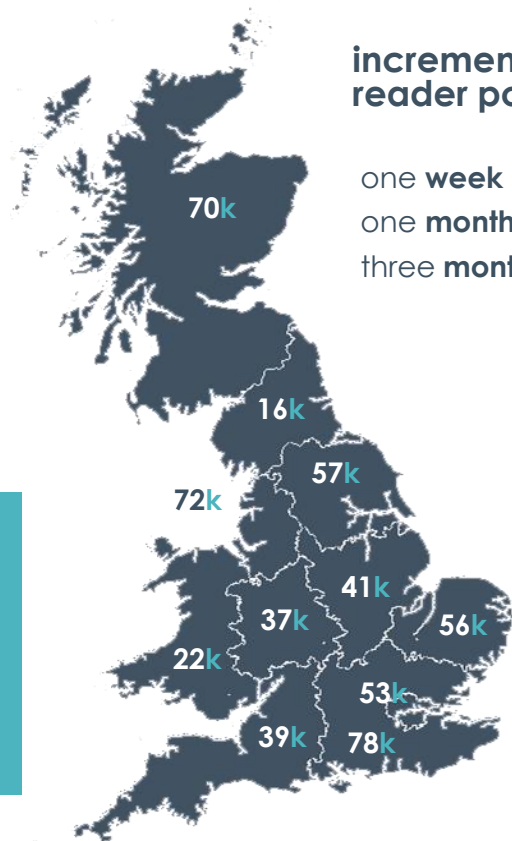


average issue readership.

The Sun	2,104
Daily Mail	2,098
Mirror / Record	1,132
Mirror	910
Daily Express	541
Daily Star	432

DAILY EXPRESS
182k
circulation.

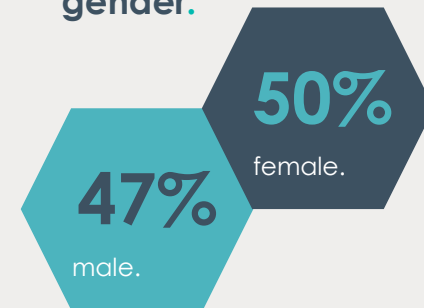
readership by region.



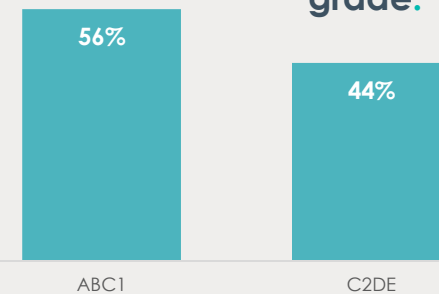
incremental reader pool.

one week	1.0m
one month	1.4m
three months	1.8m

gender.



social grade.



readership.

439k

main shoppers.

254k

female main shoppers.

376k

people aged 55+

87k

parents of under 18's.

of Daily Express readers...

39% SUNDAY EXPRESS

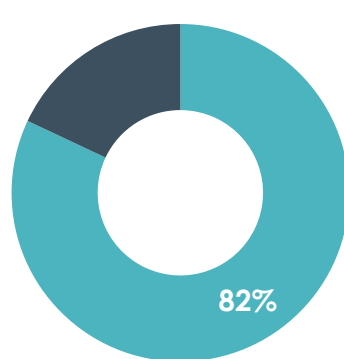
54% SATURDAY

readers spend on average

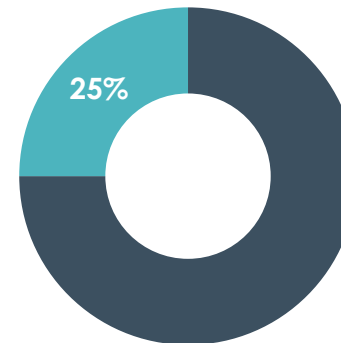
45mins

reading the paper

compared to The Sun of only 37 mins



of our male readers are interested in reading about sport



of monthly readers are loyal, reading 4 out of 5 issues a week

