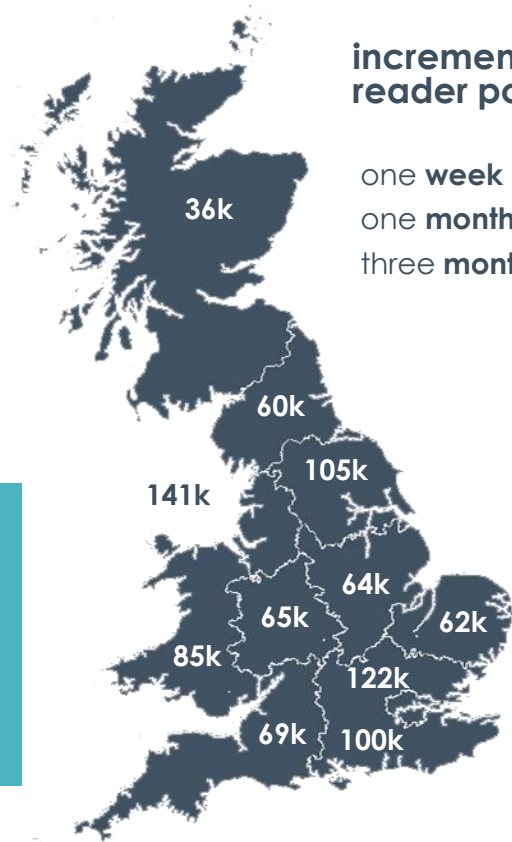


average issue readership.

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

DAILY Mirror
287k
circulation.

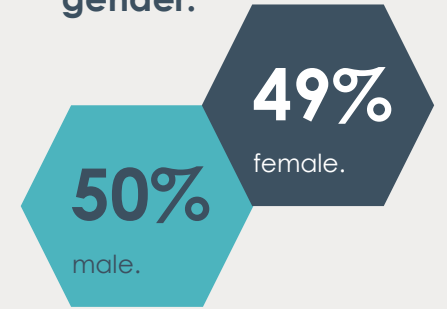
readership by region.



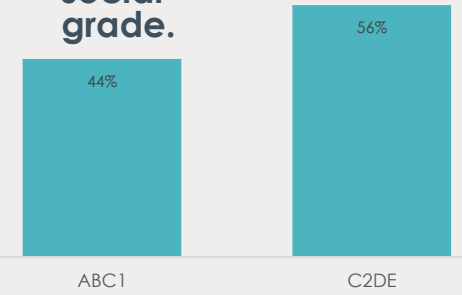
incremental reader pool.

one week	1.9m
one month	2.7m
three months	3.3m

gender.



social grade.



readership.

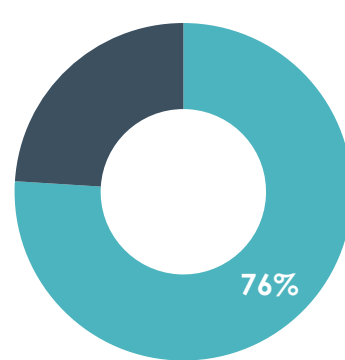


of Daily Mirror readers...

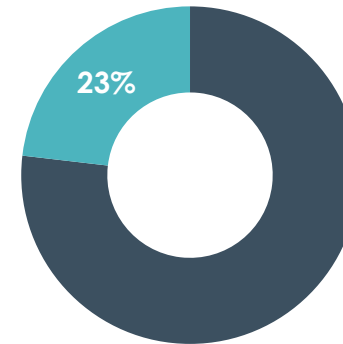


readers spend on average

39 mins
reading the paper



of our male readers are interested in reading about sport



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

