

DAILY
STAR

average issue readership.

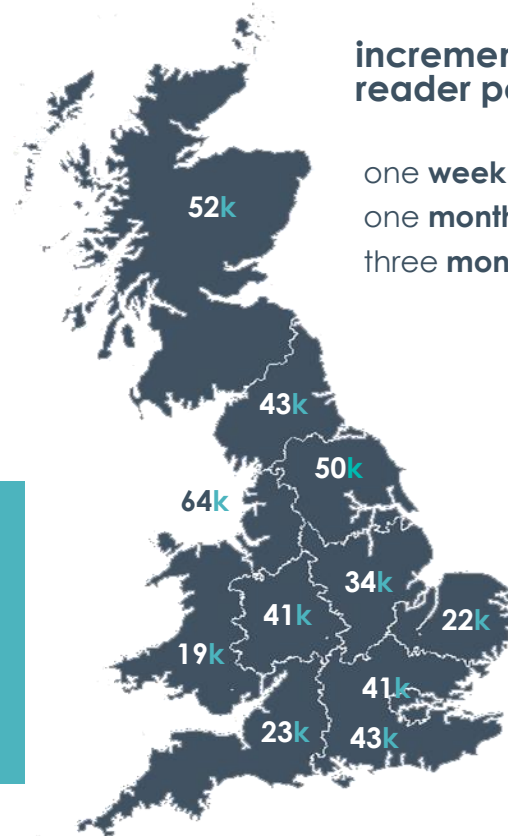
The Sun	2,104
Daily Mail	2,098
Mirror / Record	1,132
Mirror	910
Daily Express	541
Daily Star	432

DAILY
STAR

170k

circulation.

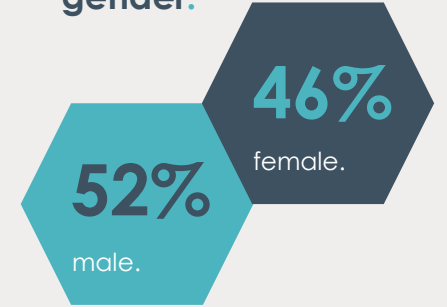
readership by region.



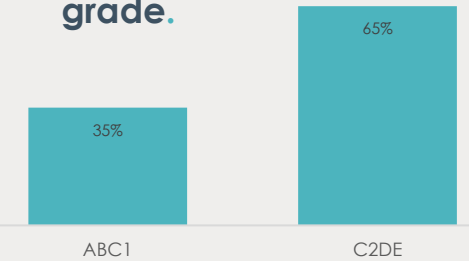
incremental reader pool.

one week	898k
one month	1.3m
three months	1.5m

gender.



social grade.



readership.

356k

main shoppers.

185k

female main shoppers.

206k

people aged 55+

138k

parents of under 18's.

of daily star readers...

41%

DAILY
STAR
SUNDAY

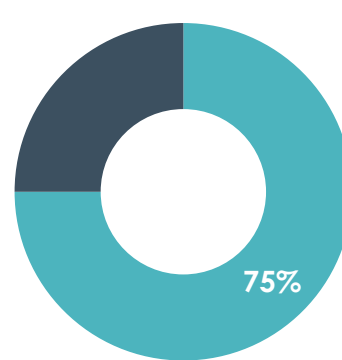
30%

HotTV

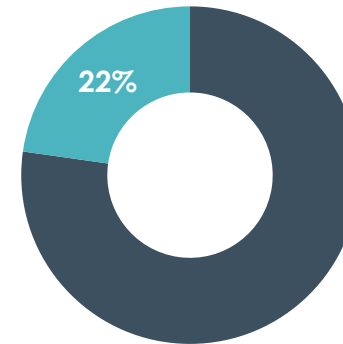
readers spend on average

33mins

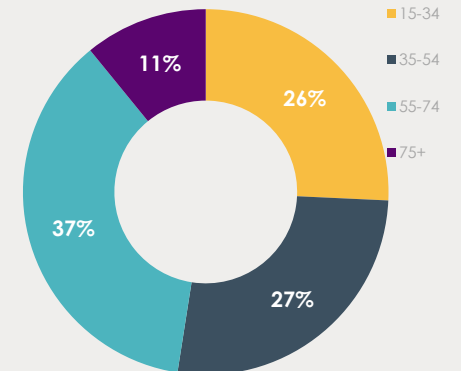
reading the paper



of our male readers are interested in reading about sport



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



SOURCE | PAMCO H1 2023 (JUN 2021 - DEC 2022)
ABC 6 MONTH AVERAGE (JUL 2022 - DEC 2022)