



average issue readership.

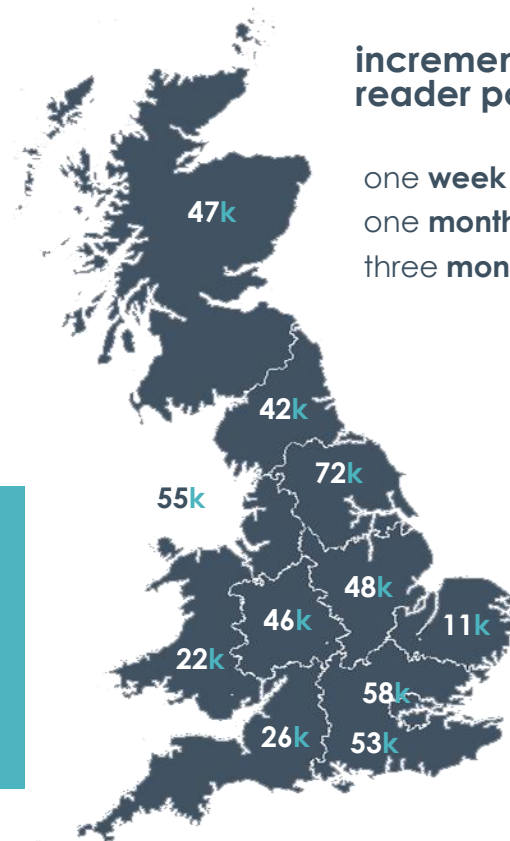
| | |
|--------------------------|------------|
| Sun on Sunday | 2,109 |
| Mail on Sunday | 2,077 |
| Sunday Mirror | 950 |
| Sunday Express | 566 |
| Daily Star Sunday | 481 |
| Sunday Mail | 371 |
| Sunday People | 252 |



97k

circulation.

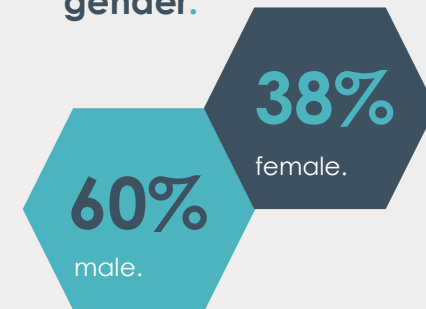
readership by region.



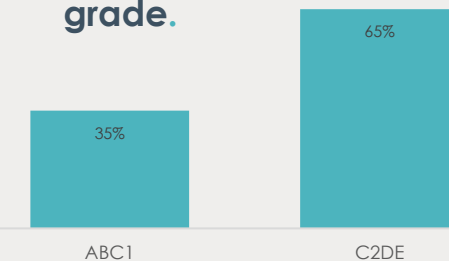
incremental reader pool.

| | |
|--------------|------|
| one week | 481k |
| one month | 793k |
| three months | 1.1m |

gender.



social grade.



readership.

363k

main shoppers.

153k

female main shoppers.

174k

people aged 55+

165k

parents of under 18's.

of daily star sunday readers...

37%

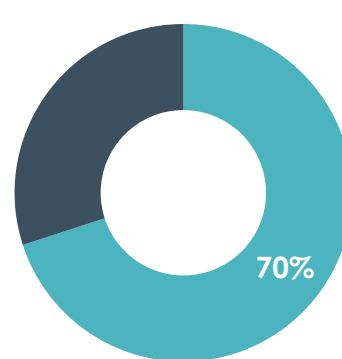
48%



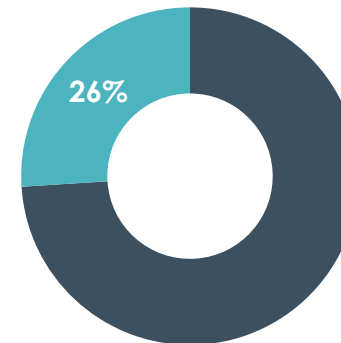
readers spend on average

36mins

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

