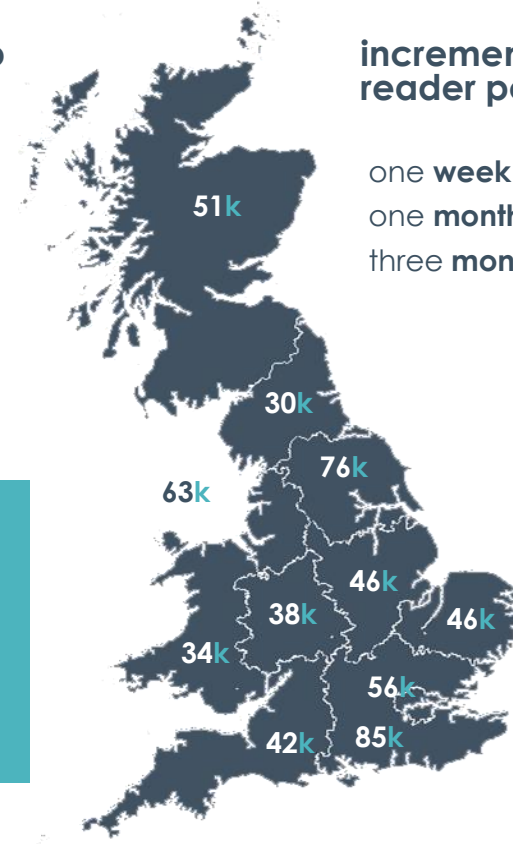


average issue readership. (000's)

The Sun On Sunday	2,109
Mail On Sunday	2,077
Sunday Mirror	950
Sunday Express	566
Daily Star Sunday	481
Sunday Mail	371

SUNDAY EXPRESS
158k
circulation.

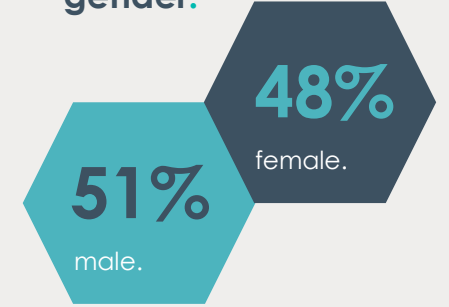
readership by region.



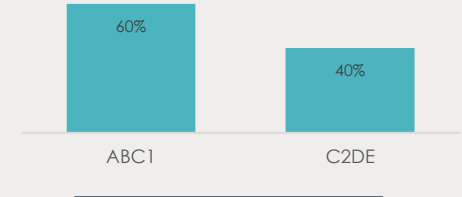
incremental reader pool.

one week	566K
one month	876K
three months	1.2M

gender.



social grade.



readership.

447k	249k	361k	99k
main shoppers.	female main shoppers.	people aged 55+	parents of under 18's.

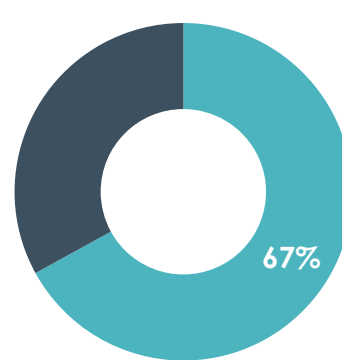
of Sunday Express readers...

37%	DAILY EXPRESS
64%	S

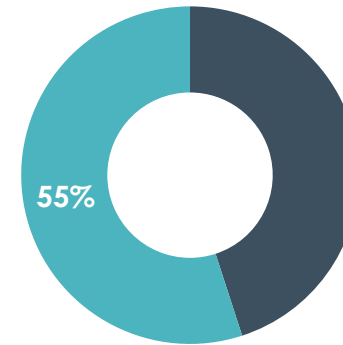
readers spend on average

48 mins

reading the paper
compared to The Sun On Sunday of only 37 mins



of our male readers are interested in reading about sport



of monthly readers are loyal, reading 3 out of 4 copies a month.

