



average issue readership. (000's)

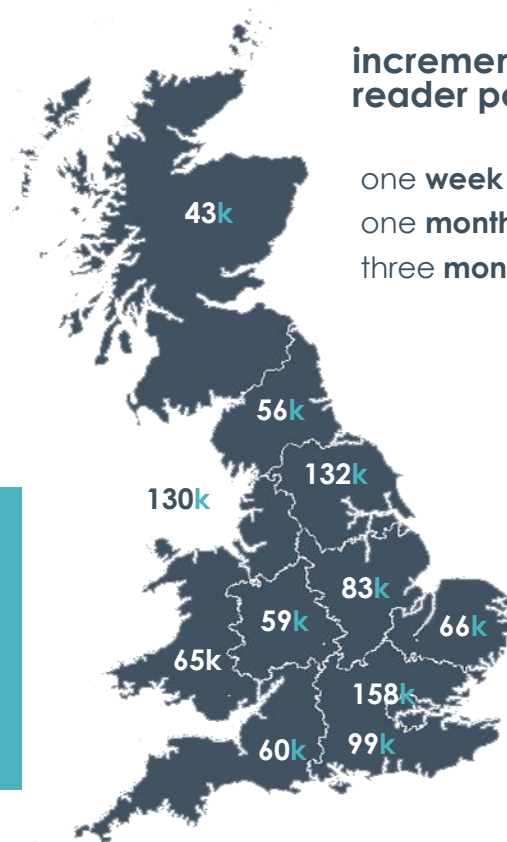
The Sun On Sunday	2,109
Mail on Sunday	2,077
Sunday Mirror	950
Sunday Express	566
Daily Star Sunday	481
Sunday Mail	371



217k

circulation.

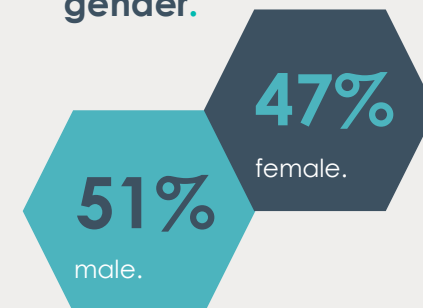
readership by region.



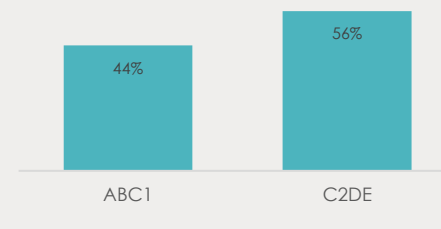
incremental reader pool.

one week	943K
one month	1.5M
three months	2.2M

gender.



social grade.



readership.

764k

main shoppers.

398k

female main shoppers.

512k

people aged 55+

266k

parents of under 18's.

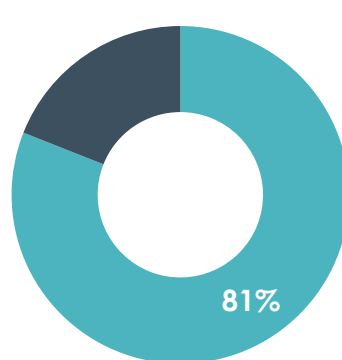
of Sunday Mirror readers...



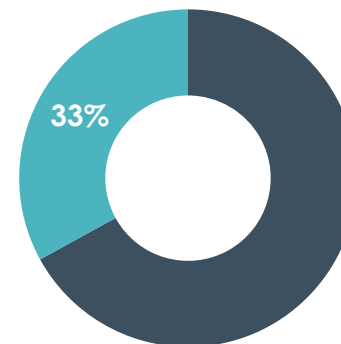
readers spend on average

41 mins

reading the paper



of our male readers are interested in reading about sport



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

