

National Newspapers

Circulation Certificate

January 2012



Setting the standard

Daily Mail



Key information

Certificate type

Print

Metric type

Circulation

ABC headline

2,011,283 average per issue

Period

2 January 2012 to 29 January 2012

No of issues

19

Market sector

Morning Mid Market

Contact details

The Daily Mail
Northcliffe House
2 Derry Street
London
W8 5TT
020 7938 6000

Editions

Daily Mail (excluding Irish Daily Mail)

Irish Daily Mail

Daily Mail Foreign edition

Basic Cover Price

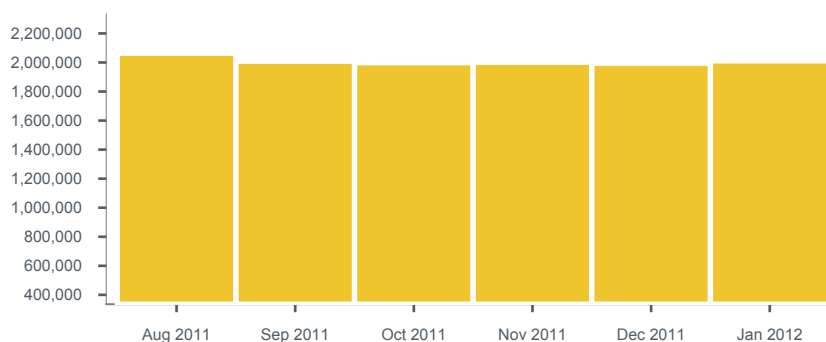
UK: Mon £0.55 Tue £0.55 Wed £0.55 Thr £0.55 Fri £0.55 Sat £0.90

ROI: Mon €1.00 Tue €1.00 Wed €1.00 Thr €1.00 Fri €1.00 Sat €1.20

Excluded issues

2-Jan, 3-Jan, 4-Jan, 5-Jan, 6-Jan

Trend data



This certificate is supported by the following organisations

Daily Mail

Certificate of Average Net Circulation for the 19 issues distributed between 2 January 2012 and 29 January 2012

	TOTAL	United Kingdom	Republic of Ireland	Other Countries
Total Average Net Circulation Per Issue	2,011,283	1,875,604	49,274	86,405

	England, Wales & N. Ireland		Scotland	
	1,765,671	109,933	49,274	
Total Average Net Circulation Per Issue - by region				86,405
Full Rate Circulation	1,616,491	30,473	47,960	
Lesser Rate Circulation	401	76,251	-	
Pre-Paid Non-Postal Subscription Sales	34,718	1,259	-	
Corporate Subscription Sales	-	-	-	
Multiple Copy Sales	114,061	1,950	1,314	

Basic Cover Price - These are the prices used to determine if an issue is at full rate or a lesser rate.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
United Kingdom	£0.55	£0.55	£0.55	£0.55	£0.55	£0.90	-
Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.20	-

Excluded Issues - The following issues have been excluded from this certificate

02-Jan-12	Public Holiday
03-Jan-12	Xmas/New Year
04-Jan-12	Xmas/New Year
05-Jan-12	Xmas/New Year
06-Jan-12	Xmas/New Year

Paid Postal Subscription Prices

The range of prices for paid postal subscriptions (shown as annual rates) at the end of the audit period were:

United Kingdom	£419.00 to £749.00
Republic of Ireland	£705.00 to £790.00

Pre-Paid Non-Postal Subscription Schemes

The following is a list of schemes currently being fulfilled by the Publisher.

Publications in the Scheme	Issues in the Scheme	Duration	Price
Daily Mail	Monday - Friday	13 weeks	£2.00 per week
Daily Mail	Monday - Friday	26 weeks	£1.85 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	8 weeks	£2.30 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 weeks	£2.27 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 weeks	£2.30 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 weeks	£2.40 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 weeks	£2.88 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 weeks	£3.18 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 weeks	£3.36 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 weeks	£3.46 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 weeks	£3.85 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 weeks	£4.61 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£3.08 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£3.39 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£3.41 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£3.60 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£3.80 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£4.32 per week
Daily Mail/The Mail on Sunday	Saturday - Sunday	13 weeks	£1.76 per week
Daily Mail/The Mail on Sunday	Saturday - Sunday	26 weeks	£1.69 per week

Daily Mail

Certificate of Average Net Circulation for the 19 issues distributed between 2 January 2012 and 29 January 2012

Multiple Copy Sales: Analysis by Audience Type - UK/Rol only

Audience Type	Average Net Circulation
Total	117,324
Airside/Int'l Rail	111,956
Hotels	1,063
Trains	1,047
Other Publication Insert	-
Voucher Redemption	-
Sports Event	-
Leisure Centres	1,940
Food/Beverage Outlets	-
Others	1,318

Geographic Editions Analysis

Edition Name	Total	Full Rate	Lesser Rate	Pre-Paid Non-Postal Subscription Sales	Corporate Subscription Sales	Multiple Copy Sales
Daily Mail (excluding Irish Daily Mail)	1,874,549					
England, Wales & N.Ireland	1,764,616	1,615,436	401	34,718	-	114,061
Scotland	109,933	30,473	76,251	1,259	-	1,950
Republic of Ireland	-	-	-	-	-	-
Other Countries	-	-	-	-	-	-
Irish Daily Mail	50,329					
England, Wales & N.Ireland	1,055	1,055	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	49,274	47,960	-	-	-	1,314
Other Countries	-	-	-	-	-	-
Daily Mail Foreign edition	86,405					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	86,405	-	-	-	-	-

About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit www.abc.org.uk or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK
Tel: +44 (1442) 870 800 or info@abc.org.uk.

About this certificate

This certificate was issued on 10 February 2012. The data included is derived from a return of circulation prepared by the publisher: Associated Newspapers Ltd.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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