

National Newspapers

Circulation Certificate

October 2011



Setting the standard

Daily Mail



Key information

Certificate type

Print

Metric type

Circulation

ABC headline

1,998,363 average per issue

Period

3 October 2011 to 30 October 2011

No of issues

24

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

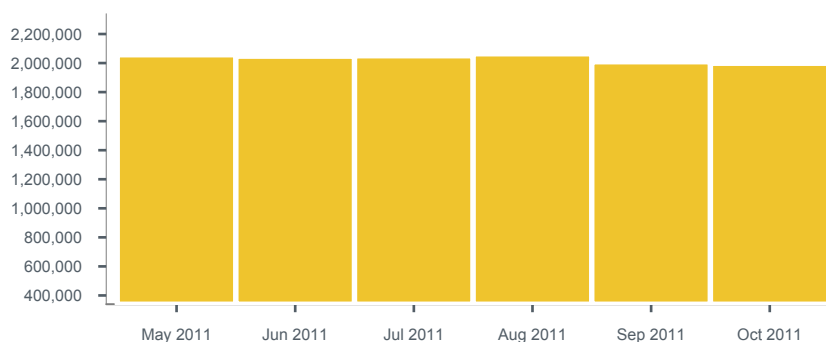
UK: Mon £0.55 Tue £0.55 Wed £0.55 Thr £0.55 Fri £0.55 Sat £0.90

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

Excluded issues

None

Trend data



This certificate is supported by the following organisations

Daily Mail

Certificate of Average Net Circulation for the 24 issues distributed between 3 October 2011 and 30 October 2011

	TOTAL	United Kingdom	Republic of Ireland	Other Countries
Total Average Net Circulation Per Issue	1,998,363	1,836,320	48,896	113,147

	England, Wales & N. Ireland		Scotland	
Total Average Net Circulation Per Issue - by region	1,728,273	108,047	48,896	113,147
Full Rate Circulation	1,582,982	24,167	47,949	
Lesser Rate Circulation	3,208	80,520	-	
Pre-Paid Non-Postal Subscription Sales	26,485	1,243	-	
Corporate Subscription Sales	-	-	-	
Multiple Copy Sales	115,598	2,117	947	

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

None

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 24 issues distributed between 3 October 2011 and 30 October 2011

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

Audience Type	Average Net Circulation
Total	118,661
Airside/Int'l Rail	113,412
Hotels	927
Trains	1,206
Other Publication Insert	-
Voucher Redemption	-
Sports Event	-
Leisure Centres	1,941
Food/Beverage Outlets	-
Others	1,175

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)	1,835,183					
England, Wales & N.Ireland	1,727,136	1,581,845	3,208	26,485	-	115,598
Scotland	108,047	24,167	80,520	1,243	-	2,117
Republic of Ireland	-	-	-	-	-	-
Other Countries	-	-	-	-	-	-
Irish Daily Mail	50,033					
England, Wales & N.Ireland	1,137	1,137	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	48,896	47,949	-	-	-	947
Other Countries	-	-	-	-	-	-
Daily Mail Foreign edition	113,147					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	113,147	-	-	-	-	-

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 11 November 2011. 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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