

# National Newspapers

Circulation Certificate

November 2011



Setting the standard

## The Mail on Sunday



### Key information

#### Certificate type

Print

#### Metric type

Circulation

#### ABC headline

1,975,728 average per issue

#### Period

31 October 2011 to 27 November 2011

#### No of issues

4

#### Market sector

Sunday Mid Market

#### Editions

All other Editions  
The Irish Mail on Sunday  
Foreign edition

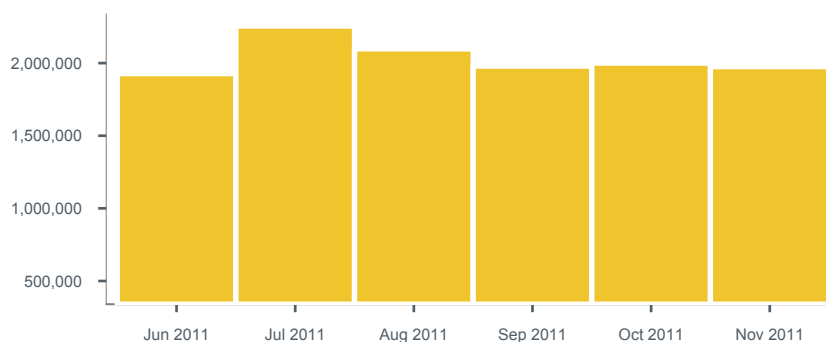
#### Basic Cover Price

UK: Sun £1.50  
ROI: Sun €2.00

#### Excluded issues

None

#### Trend data



This certificate is supported by the following organisations

# The Mail on Sunday

Certificate of Average Net Circulation for the 4 issues distributed between 31 October 2011 and 27 November 2011

Total Average Net Circulation Per Issue	TOTAL	United Kingdom	Republic of Ireland	Other Countries
		1,975,728	1,771,250	111,020
		England, Wales & N. Ireland	Scotland	
Total Average Net Circulation Per Issue - by region	1,669,431	101,819	111,020	93,458
Full Rate Circulation	1,524,830	97,765	109,428	
Lesser Rate Circulation	20,551	748	-	
Pre-Paid Non-Postal Subscription Sales	28,257	1,296	-	
Corporate Subscription Sales	-	-	-	
Multiple Copy Sales	95,793	2,010	1,592	

**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	-	-	-	-	-	-	£1.50
Republic of Ireland	-	-	-	-	-	-	€2.00

**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	£107.00 to £189.00
Republic of Ireland	£200.00 to £287.00

## 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/The Mail on Sunday	Monday - Sunday	13 weeks	£4.61 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	£2.30 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	£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	26 weeks	£4.32 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	£3.41 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£3.08 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	£3.85 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	£2.27 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 weeks	£3.18 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	£3.80 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

# The Mail on Sunday

Certificate of Average Net Circulation for the 4 issues distributed between 31 October 2011 and 27 November 2011

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

Audience Type	Average Net Circulation
<b>Total</b>	<b>99,395</b>
Airside/Int'l Rail	94,794
Hotels	1,075
Trains	582
Other Publication Insert	-
Voucher Redemption	-
Sports Event	-
Leisure Centres	1,655
Food/Beverage Outlets	-
Others	1,289

## Geographic Editions Analysis

Edition Name	Total	Full Rate	Lesser Rate	Pre-Paid Non-Postal Subscription Sales	Corporate Subscription Sales	Multiple Copy Sales
<b>All other Editions</b>	<b>1,762,988</b>					
England, Wales & N.Ireland	1,661,169	1,524,830	12,289	28,257	-	95,793
Scotland	101,819	97,765	748	1,296	-	2,010
Republic of Ireland	-	-	-	-	-	-
Other Countries	-	-	-	-	-	-
<b>The Irish Mail on Sunday</b>	<b>119,282</b>					
England, Wales & N.Ireland	8,262	-	8,262	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	111,020	109,428	-	-	-	1,592
Other Countries	-	-	-	-	-	-
<b>Foreign edition</b>	<b>93,458</b>					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	93,458	-	-	-	-	-

## 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](http://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](mailto:info@abc.org.uk).

## About this certificate

This certificate was issued on 9 December 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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This certificate expires on 29 February 2012 unless ABC has issued a new certificate before that date.