

National Newspapers

Circulation Certificate

October 2011



Setting the standard

The Mail on Sunday



Key information

Certificate type

Print

Metric type

Circulation

ABC headline

2,000,251 average per issue

Period

3 October 2011 to 30 October 2011

No of issues

4

Market sector

Sunday Mid Market

Editions

The Mail on Sunday (excluding The Irish Mail on Sunday)

The Irish Mail on Sunday

The Mail on Sunday foreign edition

Basic Cover Price

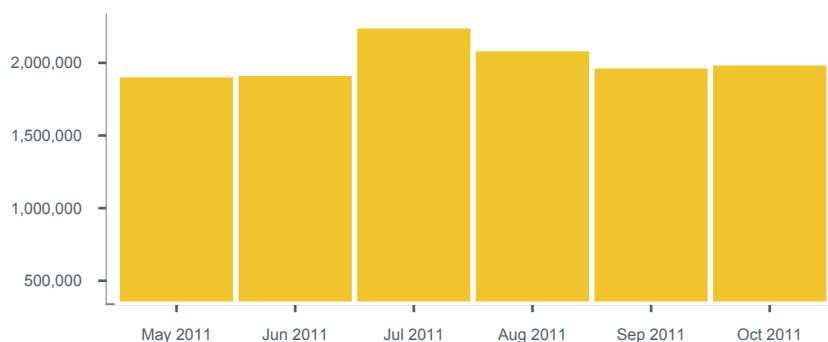
UK: Sun £1.50

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 3 October 2011 and 30 October 2011

	TOTAL	United Kingdom	Republic of Ireland	Other Countries
Total Average Net Circulation Per Issue	2,000,251	1,782,445	110,387	107,419

	England, Wales & N. Ireland		Scotland	
	1,678,537	103,908	110,387	
Total Average Net Circulation Per Issue - by region				107,419
Full Rate Circulation	1,543,428	98,303	109,100	
Lesser Rate Circulation	11,901	1,960	-	
Pre-Paid Non-Postal Subscription Sales	26,972	1,218	-	
Corporate Subscription Sales	-	-	-	
Multiple Copy Sales	96,236	2,427	1,287	

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	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

The Mail on Sunday

Certificate of Average Net Circulation for the 4 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	99,950
Airside/Int'l Rail	95,625
Hotels	994
Trains	581
Other Publication Insert	-
Voucher Redemption	-
Sports Event	-
Leisure Centres	1,675
Food/Beverage Outlets	-
Others	1,075

Geographic Editions Analysis

Edition Name	Total	Full Rate	Lesser Rate	Pre-Paid Non-Postal Subscription Sales	Corporate Subscription Sales	Multiple Copy Sales
The Mail on Sunday (excluding The Irish)	1,774,349					
England, Wales & N.Ireland	1,670,441	1,543,428	3,805	26,972	-	96,236
Scotland	103,908	98,303	1,960	1,218	-	2,427
Republic of Ireland	-	-	-	-	-	-
Other Countries	-	-	-	-	-	-
The Irish Mail on Sunday	118,483					
England, Wales & N.Ireland	8,096	-	8,096	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	110,387	109,100	-	-	-	1,287
Other Countries	-	-	-	-	-	-
The Mail on Sunday foreign edition	107,419					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	107,419	-	-	-	-	-

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
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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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