

National Newspaper

Cross Platform Circulation Certificate

September 2015



Setting the standard

Daily Mail



Key information

Certificate type

Cross Platform

Metric type

Circulation

ABC total

1,609,003 average (print)
2,716 average (digital)

Period

24 August 2015 to 27 September 2015

No of issues

29

Market sector

Morning Mid Market

Editions

Main Edition

Irish Daily Mail

Foreign edition

Basic Cover Price

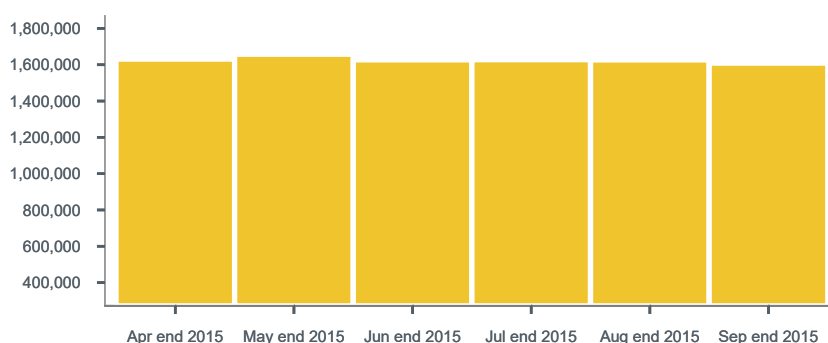
UK: Mon £0.60 Tue £0.60 Wed £0.60 Thr £0.60 Fri £0.60 Sat £0.90

ROI: Mon €1.00 Tue €1.00 Wed €1.00 Thr €1.00 Fri €1.00 Sat €1.30

Excluded issues

31-Aug

Trend data



24 August to 27 September 2015

Print Analysis of Circulation**Average Circulation Per Issue**

TOTAL	United Kingdom	Republic of Ireland	Other Countries
1,609,003	1,495,905	44,693	68,405

Average Circulation Per Issue - by region

England, Wales & N. Ireland	Scotland		
1,407,088	88,817	44,693	68,405

Retail and Single Copy Sales

1,319,877	86,093	40,405
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Sale or Return

1,319,877	86,093	40,405
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Full Rate

1,318,050	85,974	40,363
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Below Full Rate

1,827	119	42
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Firm Sale

-	-	-
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Subscriptions

16,584	664	-
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Single Copy Subscriptions

66	-	-
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Voucher Subscriptions

16,518	664	-
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Corporate Subscriptions

-	-	-
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Multiple Copy Sales

70,627	2,060	4,288
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Digital Edition Analysis of Circulation**Average Circulation Per Issue**

TOTAL	United Kingdom	Republic of Ireland	Other Countries
2,716	2,498	23	195

Retail and Single Copy Sales

435	13
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Full Rate

435	13
-----	----

Below Full Rate

-	-
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Subscriptions

2,063	10
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Single Copy Subscriptions

2,063	10
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Corporate Subscriptions

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

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
United Kingdom	£0.60	£0.60	£0.60	£0.60	£0.60	£0.90	-
Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.30	-

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

Issue Date	Exclusion reason	UK/Rol Circ	UK Circ	England, Wales, NI	Scotland	Rol
31-Aug-15	Public Holiday	1,325,515	1,284,465	1,203,812	80,653	41,050

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	£479.00
Republic of Ireland	£790.00

Voucher Subscription Schemes

Publications in the Scheme	Issues in the Scheme	Duration	Price
Daily Mail	Monday - Friday	13 weeks	£2.40 per week
Daily Mail	Monday - Saturday	13 weeks	£1.04 per week
Daily Mail	Monday - Saturday	13 weeks	£3.12 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£1.04 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£1.26 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£1.28 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£1.44 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£1.46 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£2.44 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£3.78 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£3.84 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	£4.32 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£4.38 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£4.39 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£4.40 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£4.45 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£4.54 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£4.62 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£4.76 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£4.88 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£8.76 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£8.80 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£13.20 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£0.72 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£0.73 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£2.16 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£2.20 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£3.78 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£3.85 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£3.96 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£4.31 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	£4.39 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	26 weeks	£4.40 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	52 weeks	£0.36 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	52 weeks	£4.32 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	52 weeks	£4.39 per week
Daily Mail/The Mail on Sunday	Monday - Sunday	8-13 weeks	£2.71 per week
Daily Mail/The Mail on Sunday	Saturday & Sunday	13 weeks	£1.20 per week
Daily Mail/The Mail on Sunday	Saturday & Sunday	13 weeks	£1.99 per week
Daily Mail/The Mail on Sunday	Saturday & Sunday	13 weeks	£2.00 per week
Daily Mail/The Mail on Sunday	Saturday & Sunday	26 weeks	£2.00 per week

24 August to 27 September 2015

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

Audience Type	Average Net Circulation
Total	76,976
Airside/Int'l Rail	72,849
Hotels	1,145
Trains	-
Other Publication Insert	-
Voucher Redemption	-
Sports Event	-
Leisure Centres	-
Food/Beverage Outlets	-
Others	2,982

Print Geographic Editions Analysis

	Total	England, Wales & N.Ireland	Scotland	Republic of Ireland	Other Countries
Main Edition	1,495,023	1,406,206	88,817	-	-
Retail and Single Copy Sales		1,318,995	86,093	-	
Sale or Return		1,318,995	86,093	-	
Full Rate		1,317,168	85,974	-	
Below Full Rate		1,827	119	-	
Firm Sale		-	-	-	
Subscriptions		16,584	664	-	
Single Copy Subscriptions		66	-	-	
Voucher Subscriptions		16,518	664	-	
Corporate Subscriptions		-	-	-	
Multiple Copy Sales		70,627	2,060	-	
Irish Daily Mail	45,575	882	-	44,693	-
Retail and Single Copy Sales		882	-	40,405	
Sale or Return		882	-	40,405	
Full Rate		882	-	40,363	
Below Full Rate		-	-	42	
Firm Sale		-	-	-	
Subscriptions		-	-	-	
Multiple Copy Sales		-	-	4,288	
Foreign edition	68,405	-	-	-	68,405
Retail and Single Copy Sales		-	-	-	
Subscriptions		-	-	-	
Multiple Copy Sales		-	-	-	

Print Analysis of Monday to Friday Circulation - UK/ROI only

	UK/ROI Total	England, Wales & N. Ireland	Scotland	Republic of Ireland
Total Average Net Circulation Per Issue - by region	1,403,428	1,277,397	81,490	44,541
Retail and Single Copy Sales		1,190,123	78,697	40,354
Sale or Return		1,190,123	78,697	40,354
Full Rate		1,188,408	78,584	40,312
Below Full Rate		1,715	113	42
Firm Sale		-	-	-
Subscriptions		16,580	664	-
Single Copy Subscriptions		62	-	-
Voucher Subscriptions		16,518	664	-
Corporate Subscriptions		-	-	-
Multiple Copy Sales		70,694	2,129	4,187

Number of Monday to Friday issues was: 24

Print Analysis of Saturday Circulation - UK/ROI only

	UK/ROI Total	England, Wales & N. Ireland	Scotland	Republic of Ireland
Total Average Net Circulation Per Issue - by region	2,199,019	2,029,607	123,987	45,425
Retail and Single Copy Sales		1,942,702	121,593	40,653
Sale or Return		1,942,702	121,593	40,653
Full Rate		1,940,336	121,445	40,611
Below Full Rate		2,366	148	42
Firm Sale		-	-	-
Subscriptions		16,600	664	-
Single Copy Subscriptions		82	-	-
Voucher Subscriptions		16,518	664	-
Corporate Subscriptions		-	-	-
Multiple Copy Sales		70,305	1,730	4,772

Number of Saturday issues was: 5

Digital Edition Analysis of Monday to Friday Circulation - UK/ROI only

	Total	United Kingdom	Republic of Ireland
Total Average Net Circulation Per Issue - by region	2,512	2,489	23
Retail and Single Copy Sales		427	13
Full Rate		427	13
Below Full Rate		-	-
Subscriptions		2,062	10
Single Copy Subscriptions		2,062	10
Corporate Subscriptions		-	-

24 August to 27 September 2015

Digital Edition Analysis of Saturday Circulation - UK/ROI only**Total Average Net Circulation Per Issue - by region**

Total	United Kingdom	Republic of Ireland
2,570	2,546	24

Retail and Single Copy Sales

Full Rate

476	14
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Below Full Rate

476	14
-	-

Subscriptions

Single Copy Subscriptions

2,070	10
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Corporate Subscriptions

2,070	10
-	-

More InformationTo find out more about ABC, please visit www.abc.org.ukTo find out more about the National Newspaper sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk**About this certificate**

This certificate was issued on 9 October 2015.

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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