

DAILY MIRROR
MARCH 2024



Daily Mirror has reported in accordance with ABC's industry-agreed standards for National Newspapers



237,233
PRINT CIRCULATION
(AVERAGE PER ISSUE)

222,535

PAID
SINGLE COPIES

12,039

PAID
SUBSCRIPTIONS

PAID
MULTIPLE COPIES

FREE
COPIES

2,659

OTHER
COUNTRIES

DIGITAL EDITION

+8,463

PUBLICATION
ACTIVE VIEWS
(average per issue)

For more information:



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www.mirror.co.uk



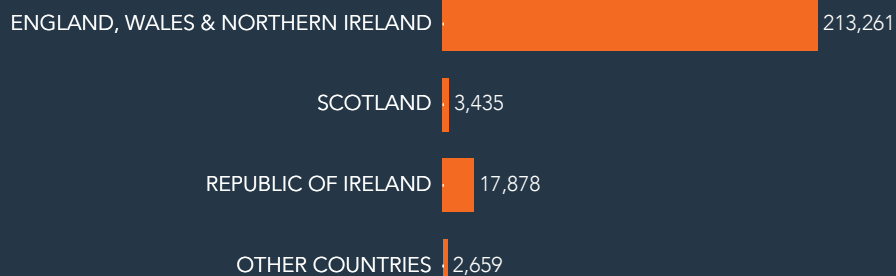
020 7293 3698

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AVERAGE CIRCULATION BY REGION

TOTAL - 237,233



PRINT - MON TO FRI

	UK & ROI	ENGLAND WALES N.IRELAND	SCOTLAND	REPUBLIC OF IRELAND
AVERAGE CIRCULATION	220,623	200,684	3,332	16,607
PAID SINGLE COPIES	208,508	188,569	3,332	16,607
SALE OR RETURN - FULL RATE	208,506	188,567	3,332	16,607
SALE OR RETURN - BELOW FULL RATE	2	2	-	-
FIRM SALE	-	-	-	-
PAID SUBSCRIPTIONS	12,115	12,115	-	-
SINGLE & VOUCHER SUBSCRIPTIONS	12,115	12,115	-	-
CORPORATE SUBSCRIPTIONS	-	-	-	-
PAID MULTIPLE COPIES	-	-	-	-
FREE COPIES	-	-	-	-

PRINT - ALL DAYS

	UK & ROI	ENGLAND WALES N.IRELAND	SCOTLAND	REPUBLIC OF IRELAND
AVERAGE CIRCULATION	234,574	213,261	3,435	17,878
PAID SINGLE COPIES	222,535	201,222	3,435	17,878
SALE OR RETURN - FULL RATE	222,533	201,220	3,435	17,878
SALE OR RETURN - BELOW FULL RATE	2	2	-	-
FIRM SALE	-	-	-	-
PAID SUBSCRIPTIONS	12,039	12,039	-	-
SINGLE & VOUCHER SUBSCRIPTIONS	12,039	12,039	-	-
CORPORATE SUBSCRIPTIONS	-	-	-	-
PAID MULTIPLE COPIES	-	-	-	-
FREE COPIES	-	-	-	-

PRINT - SATURDAY

	UK & ROI	ENGLAND WALES N.IRELAND	SCOTLAND	REPUBLIC OF IRELAND
AVERAGE CIRCULATION	301,545	273,632	3,933	23,980
PAID SINGLE COPIES	289,868	261,955	3,933	23,980
SALE OR RETURN - FULL RATE	289,867	261,954	3,933	23,980
SALE OR RETURN - BELOW FULL RATE	1	1	-	-
FIRM SALE	-	-	-	-
PAID SUBSCRIPTIONS	11,677	11,677	-	-
SINGLE & VOUCHERSUBSCRIPTIONS	11,677	11,677	-	-
CORPORATE SUBSCRIPTIONS	-	-	-	-
PAID MULTIPLE COPIES	-	-	-	-
FREE COPIES	-	-	-	-



UK & ROI ANALYSIS OF PRINT EDITIONS

TOTAL - 234,574

MAIN EDITION 202,522

REPUBLIC OF IRELAND EDITION 17,878

NORTHERN IRELAND EDITION 14,174

MAIN EDITION

	UK & ROI	ENGLAND WALES N.IRELAND	SCOTLAND	REPUBLIC OF IRELAND
AVERAGE CIRCULATION	202,522	199,087	3,435	-
PAID SINGLE COPIES	190,483	187,048	3,435	-
SALE OR RETURN - FULL RATE	190,481	187,046	3,435	-
SALE OR RETURN - BELOW FULL RATE	2	2	-	-
FIRM SALE	-	-	-	-
PAID SUBSCRIPTIONS	12,039	12,039	-	-
SINGLE & VOUCHER SUBSCRIPTIONS	12,039	12,039	-	-
CORPORATE SUBSCRIPTIONS	-	-	-	-
PAID MULTIPLE COPIES	-	-	-	-
FREE COPIES	-	-	-	-

REPUBLIC OF IRELAND EDITION

	UK & ROI	ENGLAND WALES N.IRELAND	SCOTLAND	REPUBLIC OF IRELAND
AVERAGE CIRCULATION	17,878	-	-	17,878
PAID SINGLE COPIES	17,878	-	-	17,878
SALE OR RETURN - FULL RATE	17,878	-	-	17,878
SALE OR RETURN - BELOW FULL RATE	-	-	-	-
FIRM SALE	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-
SINGLE & VOUCHER SUBSCRIPTIONS	-	-	-	-
CORPORATE SUBSCRIPTIONS	-	-	-	-
PAID MULTIPLE COPIES	-	-	-	-
FREE COPIES	-	-	-	-

NORTHERN IRELAND EDITION

	UK & ROI	ENGLAND WALES N.IRELAND	SCOTLAND	REPUBLIC OF IRELAND
AVERAGE CIRCULATION	14,174	14,174	-	-
PAID SINGLE COPIES	14,174	14,174	-	-
SALE OR RETURN - FULL RATE	14,174	14,174	-	-
SALE OR RETURN - BELOW FULL RATE	-	-	-	-
FIRM SALE	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-
SINGLE & VOUCHER SUBSCRIPTIONS	-	-	-	-
CORPORATE SUBSCRIPTIONS	-	-	-	-
PAID MULTIPLE COPIES	-	-	-	-
FREE COPIES	-	-	-	-



DIGITAL EDITION

	TOTAL	UNITED KINGDOM	REPUBLIC OF IRELAND	OTHER COUNTRIES
PUBLICATION ACTIVE VIEWS	8,463			

DIGITAL EDITION

Reported Digital Editions on this certificate comprise the following:
Daily Mirror Digital Edition

OTHER COUNTRIES ANALYSIS BY PRINT EDITIONS

TOTAL - 2,659

OVERSEAS EDITION



PRICES

RETAIL	MON TO FRI	SATURDAY	SUNDAY
UNITED KINGDOM	£1.40	£2.10	
REPUBLIC OF IRELAND	€2.20	€2.30	

ISSUES

There were 29 issues distributed in this period between 26 February 2024 and 31 March 2024.

EXCLUDED ISSUES

ISSUE	REASON	UK & ROI TOTAL	UK	ENG, WAL, NI	SCOTLAND	ROI
29-Mar	Public Holiday	221,691	204,602	201,148	3,454	17,089

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ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

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