



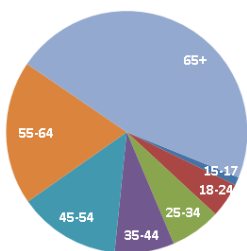
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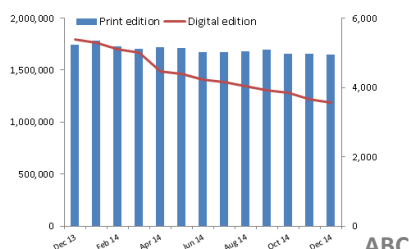
Sample data on the Daily Mail & MailOnline

Readership profiles



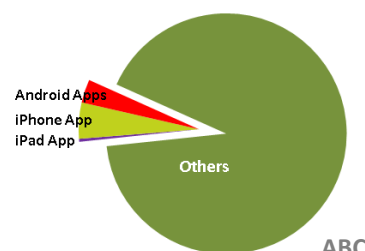
NRS

Print & digital circulation trends



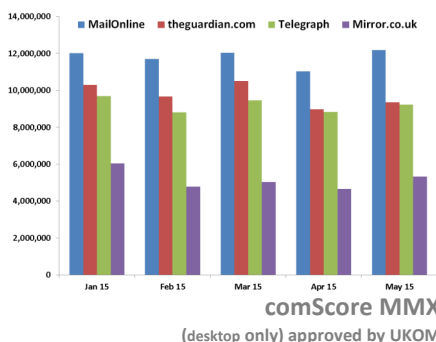
ABC

Daily average unique browsers

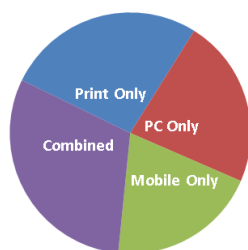


ABC

Monthly unique users



Readership by platform



NRS PADD

Print ad rates

	ROP	Col	Pa
Daily Mail >> Money Mail	£57,204		
Daily Mail >> Saturday	£49,896		
Daily Mail >> Thu-Fri	£48,636		
Daily Mail >> Female	£48,636		
Daily Mail >> Its Friday	£48,636		
Daily Mail >> Mon-Weds	£45,612		
Daily Mail >> Good Health	£45,612		
Daily Mail >> Life and Style	£45,612		
Daily Mail >> Travel Mail	£45,612		
Daily Mail >> Weekend	£41,000		

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