

18.2%

THE MAIL ON
SUNDAY'S RECORD
MARKET SHARE

2.3m

AVERAGE MONTHLY
CIRCULATION FOR
THE MAIL ON SUNDAY

DEVELOPING
BUSINESS
PARTNERSHIPS



REVERSING THE TREND OF NEWSPAPER DECLINE

On 15th July 2007, The Mail on Sunday revolutionised the music industry by giving away the new Prince album, Planet Earth, absolutely free. This first for the newspaper industry saw sales of The Mail on Sunday rocket to 2.9 million, an increase of 20% on previous weeks. It then continued this trend by giving away the latest Vinnie Jones film, The Riddle, on DVD. Again, this was the first time a new film had been given away free with a newspaper.