

# **Daily Mail**

George Deedes  
10th March 2005

# Content

- National Newspapers
- Classified
- Daily Mail Classified

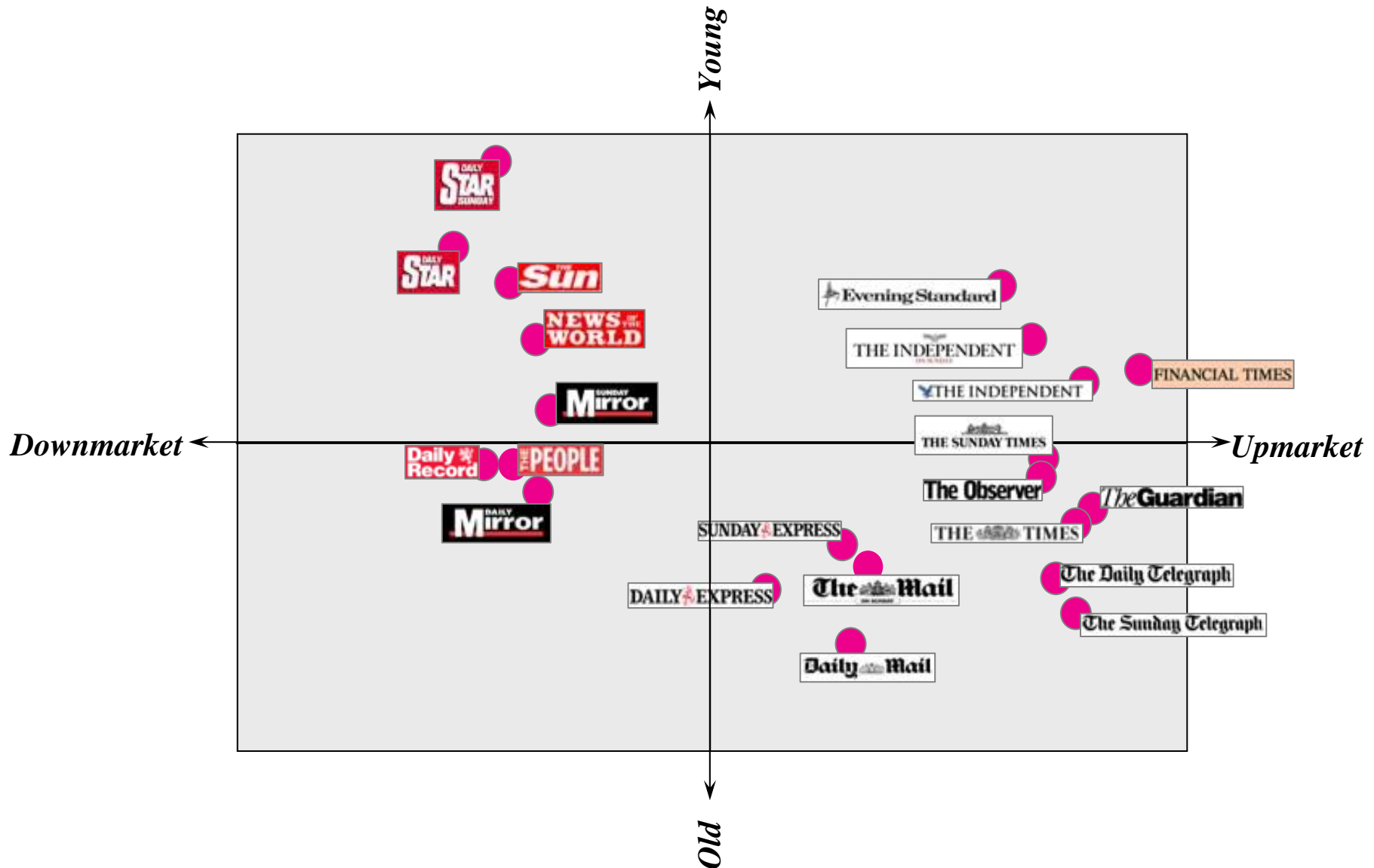


# National Press

- 21 National Press titles
- 79% of adults (37m) read a national newspaper each week
- Consumers spend £45m a week on them
- 88m copies bought each week
- Three publishing groups account for 73% of circulation



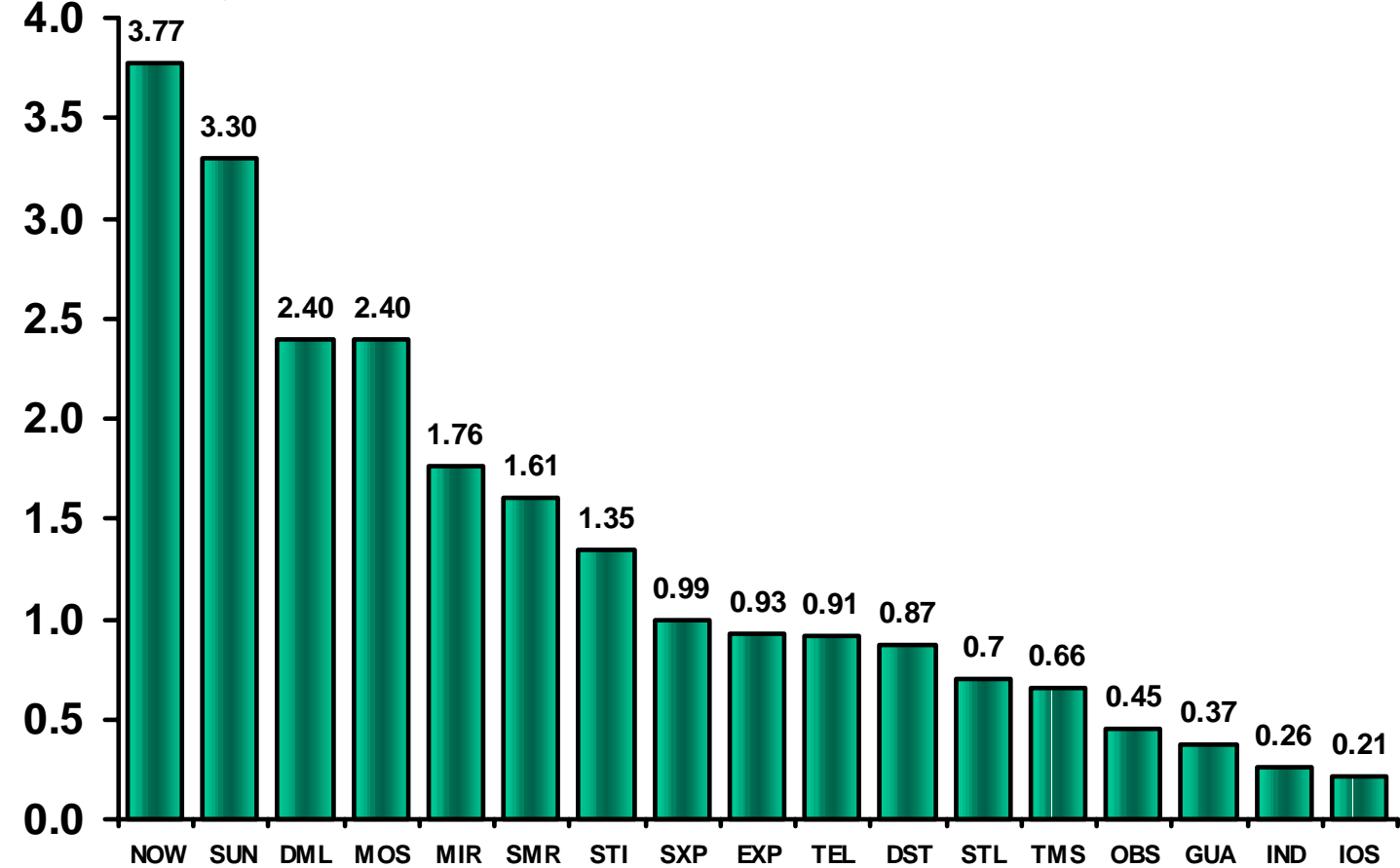
# Readership by Age and Social Class



# Circulation Comparisons

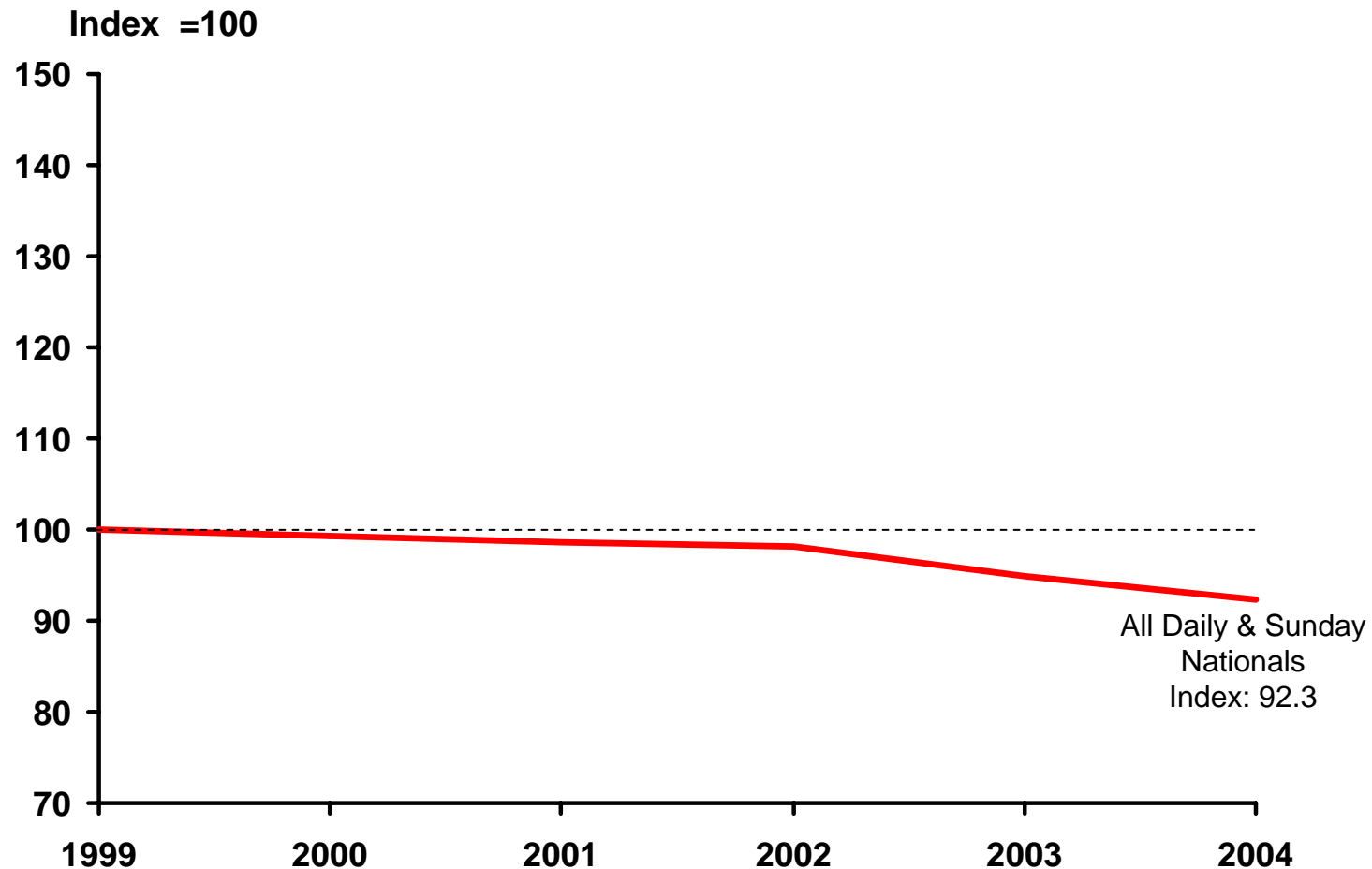
## National Newspapers

Million (+/- figures show yr-on-yr)



Source: ABC August 2004 - January 2005

# National Newspapers Circulations in Decline



Source: ABC July - December



# National Newspapers

- Offering more editorial (121 stand alone supplements)
- Re-positioning
- New technology
- Re-launching





## Online Editions

**ONLINE Sun** NEWS SPORT BIZARRE LIFE FUN TV  
HOME WEBCHATS PAGE3 SHOP MOVIES TRAVEL ARCHIVE  
Tuesday, March 8, 2005

SEARCH THE SUN GO  
SEARCH THE WEB GO  
Powered by Ask Jeeves

**SunShop**  
Health and Fitness Equipment

Take Me To

**NEWS**  
Brad says let's try again, Jen Showbiz couple counselling to save marriage

**SPORT**  
Jose: You're a bunch of divers Fiery Mourinho lays into the Barca fall guys

**BIZARRE**  
Cleaning up The Streets Rapper Mike's how to stay off

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BUY TODAY'S Sun

**SUN NEWS**  
**LET'S TRY AGAIN, JEN**  
Brad moves back into family home  
**EXCLUSIVE**  
FULL NEWS INDEX

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Archive search

Tuesday March 08 2005  
Tailban claims it killed Scot - PA

Fantasy Chairman  
Win tickets and cash

READER TRAVEL OFFERS  
MINI-BROCHURE

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Search Go

CAR LOCATOR TRAVEL CREME JOBS

**IRA offer to shoot killers**  
The IRA offered to shoot the killers of Robert McCartney, but were dissuaded by the dead man's family, it is revealed  
[IRA statement in full](#)  
[Sisters to join Bush in Washington](#)

**OTHER TOP STORIES**  
Hezbollah supporters cram Beirut to support Syria  
Soldier says wife supported killing of terminally ill son  
Italy steps up row with US over slain secret agent  
Prince of Wales deared to marry in civil ceremony  
Police 'still racist' after Stephen Lawrence  
Dr Who escapes into cyberspace  
King Tut mystery solved

**Peers savage terror Bill**  
Peers have overwhelmingly backed a "sunset clause" for the anti-terror Bill  
Comment: Tim Hames

**War crimes charge for PM**  
UK troops in Kosovo as the PM resigns after being charged with war crimes  
[Profile](#) [On the spot Nick Hawton](#)

**QUOTE OF THE DAY**  
'More than anything, the Prime Minister wants us to be very scared. Hence the Blair Witch Project'  
Martin Samuel

**REAL ANIMAL?**  
But how you part of our team

**JOIN THE DEBATE**  
School segregation  
Religious dress  
More issues

**Photo gallery**  
Find out who's been nominated for an Empire film award...more

**Weather**  
Evening 30°C  
Morning 8°C  
Next five days

george.deedes@telegraph.co.uk | Edit your details | Free e-mail services | Make us your homepage | Log out

**telegraph.co.uk** That's more value than you bargained for

Search for Go Wednesday 9 March 2005

**Your view**  
Body image - why are little girls obsessed?

**Upwardly mobile**  
In pictures: what we drove in the Eighties

**Wine Relief 2005**  
Win a trip to a beautiful chateau in Bordeaux

**NEWS LATEST**  
**IRA offer to shoot killers**  
The IRA offered to shoot the murderers of Robert McCartney during a meeting with his fiancée and sisters, the terrorist group has said in a statement.

**Blair may abandon terror Bill**  
Tony Blair is facing the humiliation of bowing to Tory and Liberal Democrat demands to water down the Government's anti-terror proposals.

**Hizbollah backs Syria**  
Lebanon's deep divisions were laid bare when 200,000 people rallied in Beirut, rejecting demands for Syrian troops to leave the country.  
► Syria factfile

**SPORT LATEST**  
**Blues win in Bridge thriller**  
Chelsea are into the Champions League quarter-finals after beating Barcelona 4-2 in their second-leg match at Stamford Bridge.  
► Race row sparks sour ending  
► United's hopes dashed by AC  
► In pics: Champions Lge action  
► In pics: Premiership action

**Robinson backed by peers**  
England's head coach has received the backing of one of his peers and one of his players over his comments about referee Jonathan Kaplan.  
► Complete Six Nations statistics  
► Racing hit by sixth arrest  
► England A stay on top  
► In pics: GB win in Davis Cup  
► In pics: Australian Grand Prix  
► Live cricket scoreboard  
► Complete picture gallery index  
► Sport in full

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**TODAY'S FIXTURES**

**Win a VIP trip to the 2006 Bahrain Grand Prix**  
Click here to sign up now

**Daily Mail**  
24 HOURS A DAY

8 March 2005

Home

**Getting married again... it's such a yawn**  
When you're sharing your wedding day with Charles and Camilla, it isn't surprising that attention might be inclined to wander. But Coronation Street favourites Ken Barlow and Deirdre Ratchid could not stifle their simultaneous yawns as they married for the second time. See the pictures... [read later](#)

**Other stories**  
• Soaps: Ken and Deirdre's wedding photos!  
• News: Charles gets abreast of New Zealand protests  
• Sport: Holmes and MacArthur up for top awards

**IRA deal to shoot McCartney killers**  
The IRA was prepared to shoot the men blamed for the murder of Robert McCartney, the Provisionals have said... [read later](#)

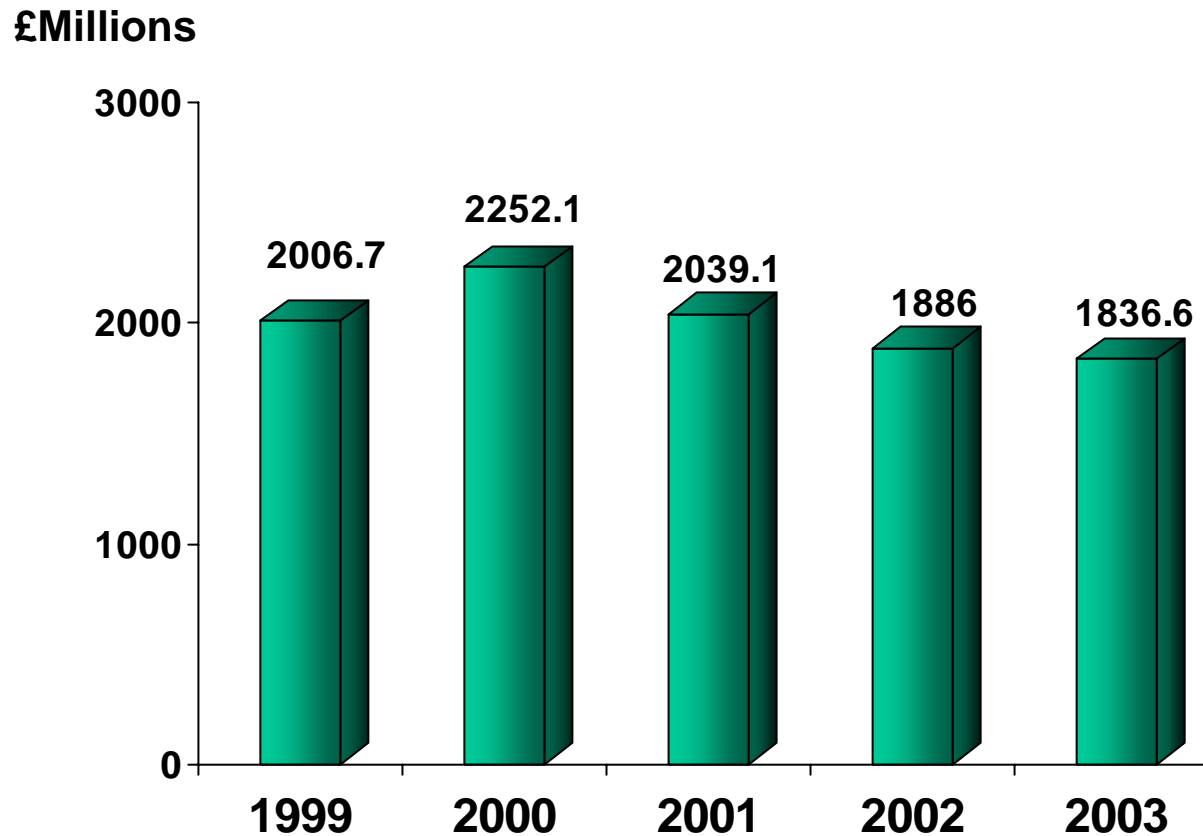
**Bergkamp return boosts Henry**

**Partners**  
Diet Centre  
Motoring  
Find me a job  
Find a holiday  
Find a home

**Advertisements**  
**UNIQUELY Singapore**

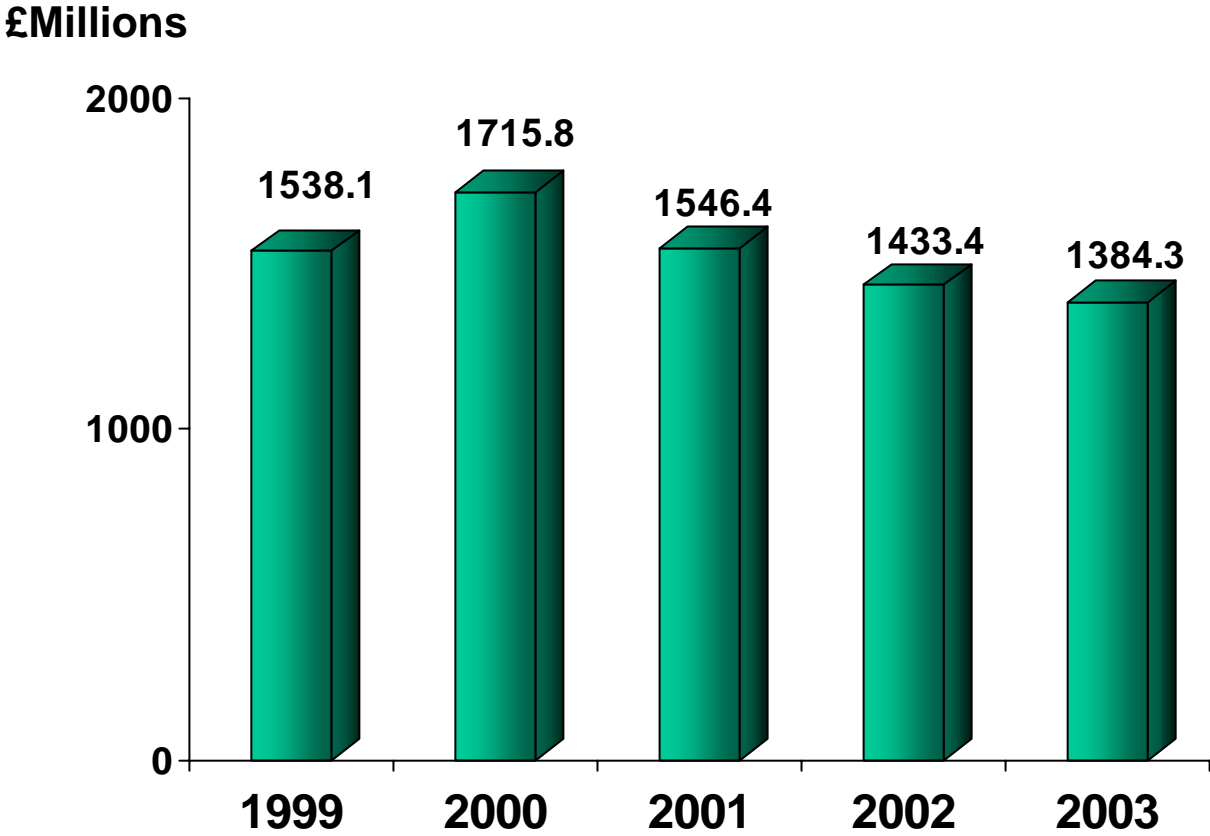


# Total National Newspaper Advertising Revenue (including Colour Supplements) 1999-2003 Constant Prices

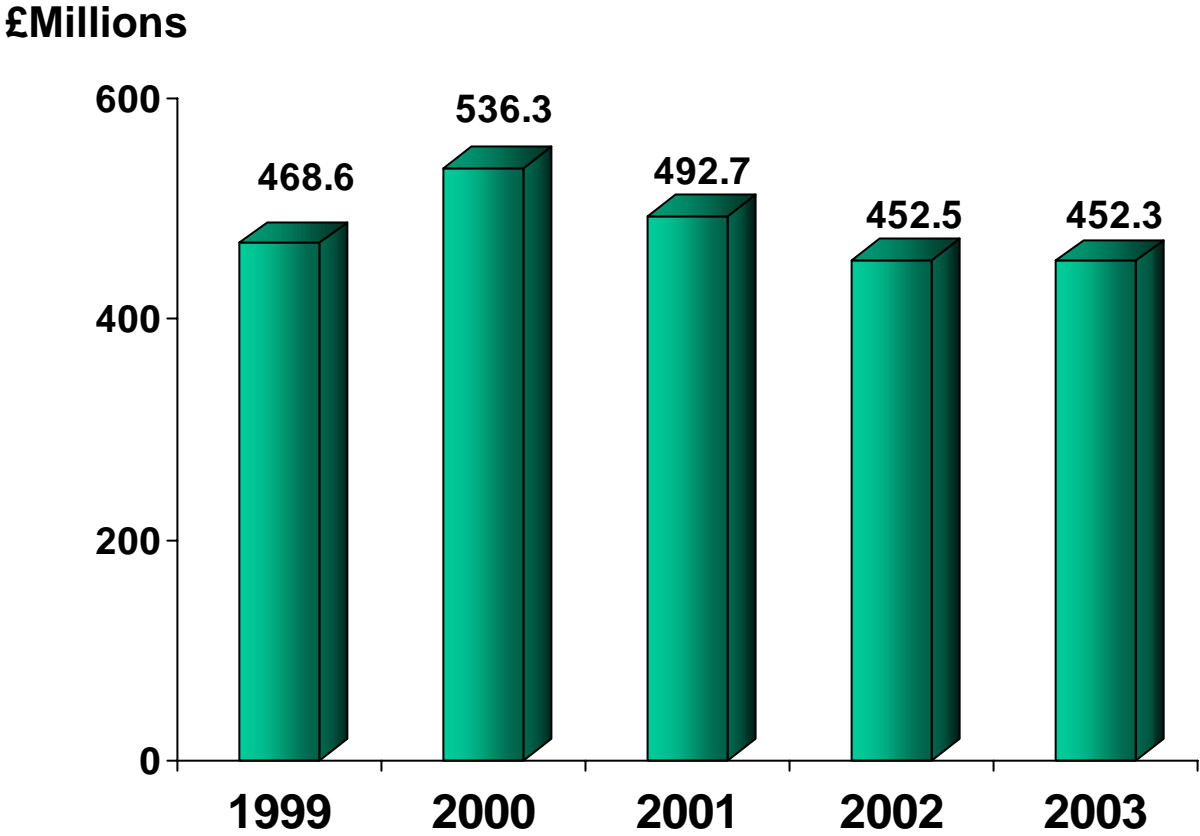


Source: WARC

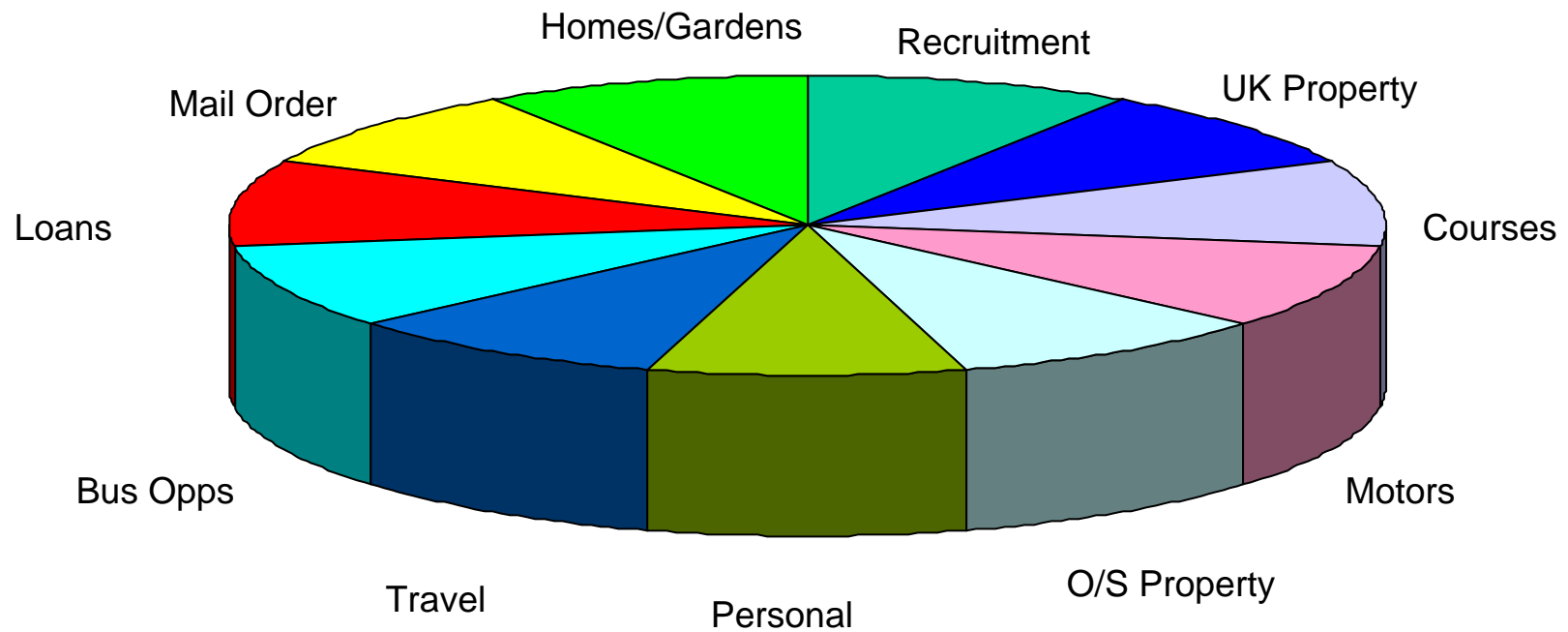
# National Newspaper Display Advertising Revenue (including Colour Supplements) 1999-2003 Constant Prices



# National Newspaper Classified Advertising Revenue 1999-2003 Constant Prices

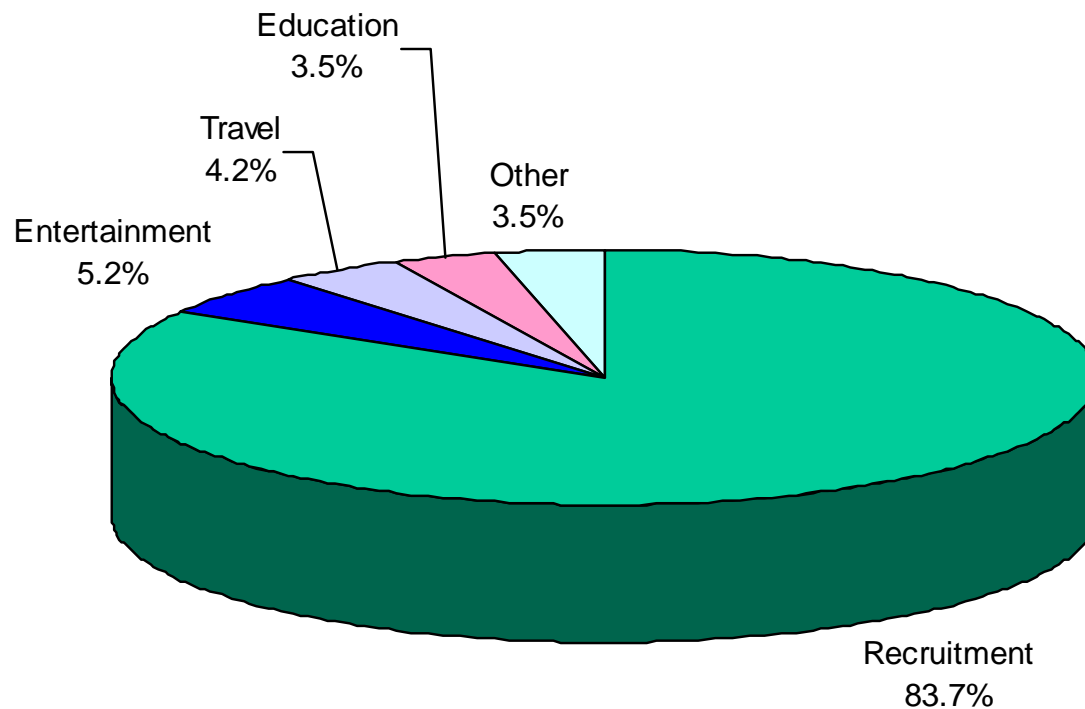


# “The Classified Cake”



# Guardian Share of Classified Market

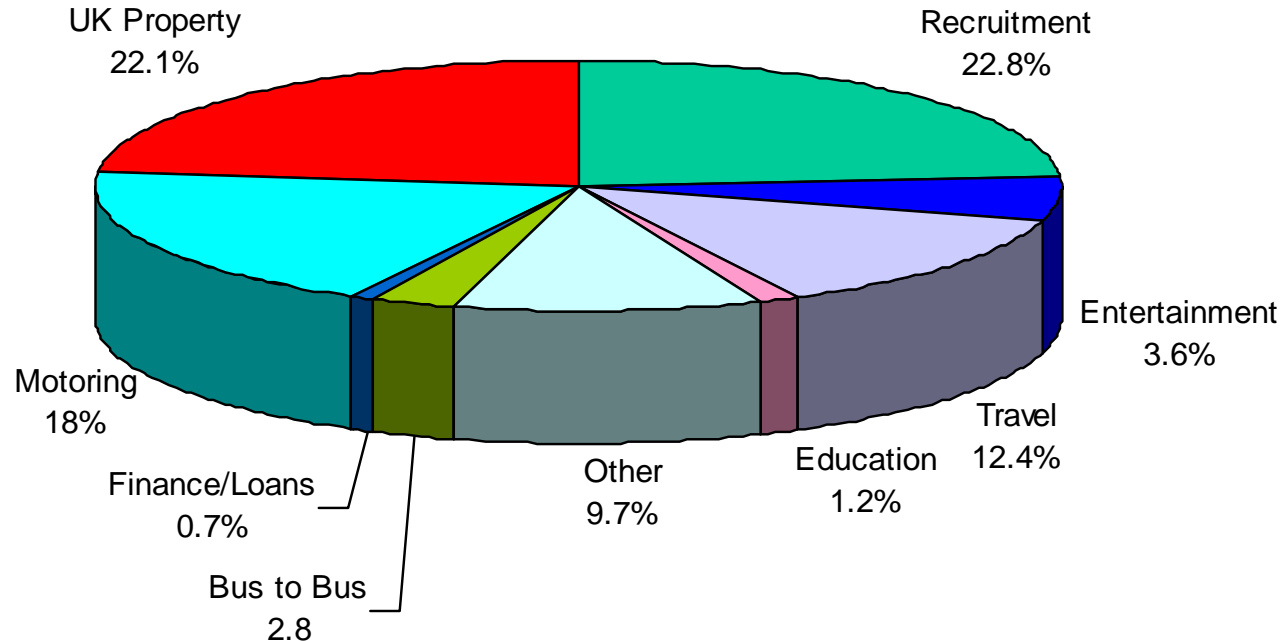
Total ccms 2,071,356



Source: MMS January - December 2004

# Sunday Times Share of Classified Market

Total ccms 1,126,836

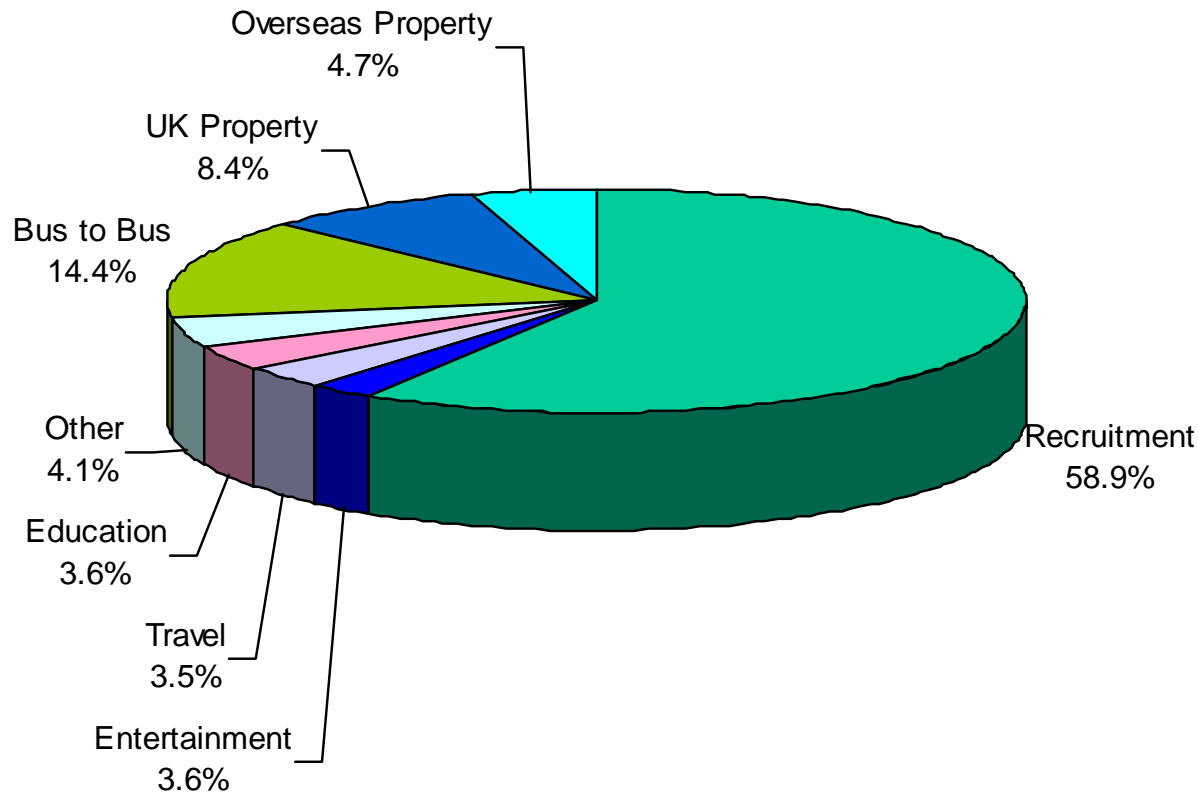


Source: MMS January - December 2004



# Financial Times Share of Classified Market

Total ccms 672,578

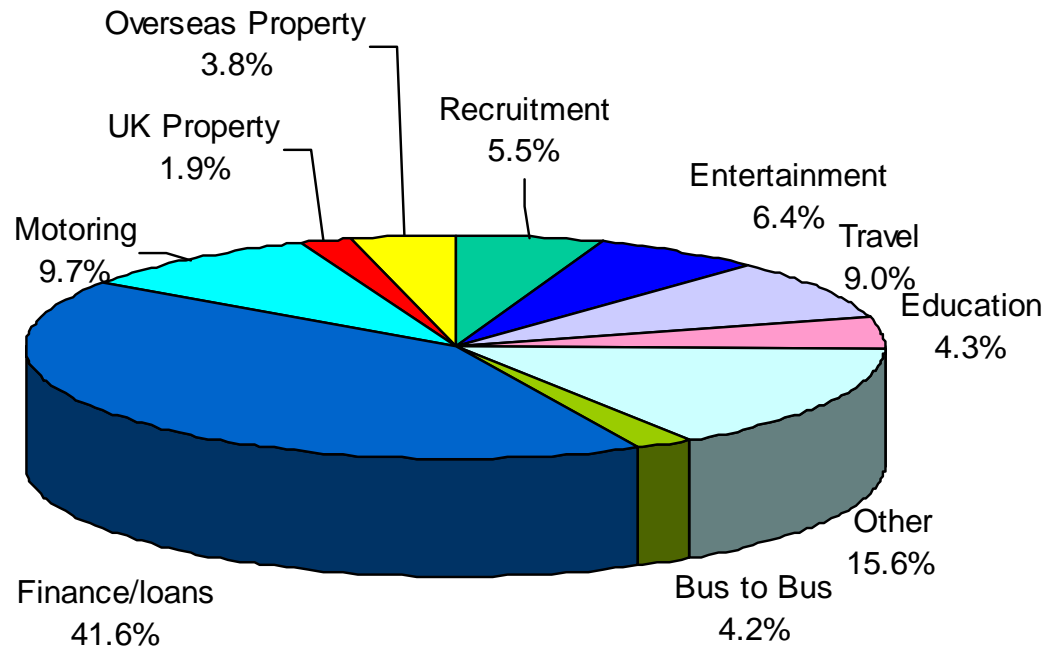


Source: MMS January - December 2004

# Daily Mirror

## Share of Classified Market

Total ccms 447,107

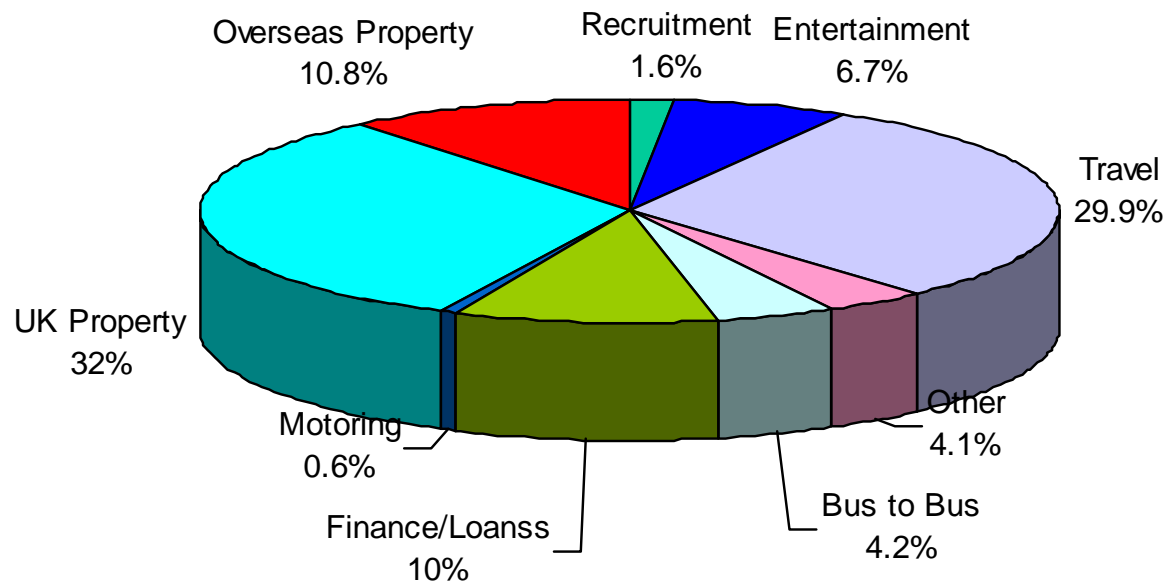


Source: MMS January - December 2004

# Mail on Sunday

## Share of Classified Market

Total ccms 457,642

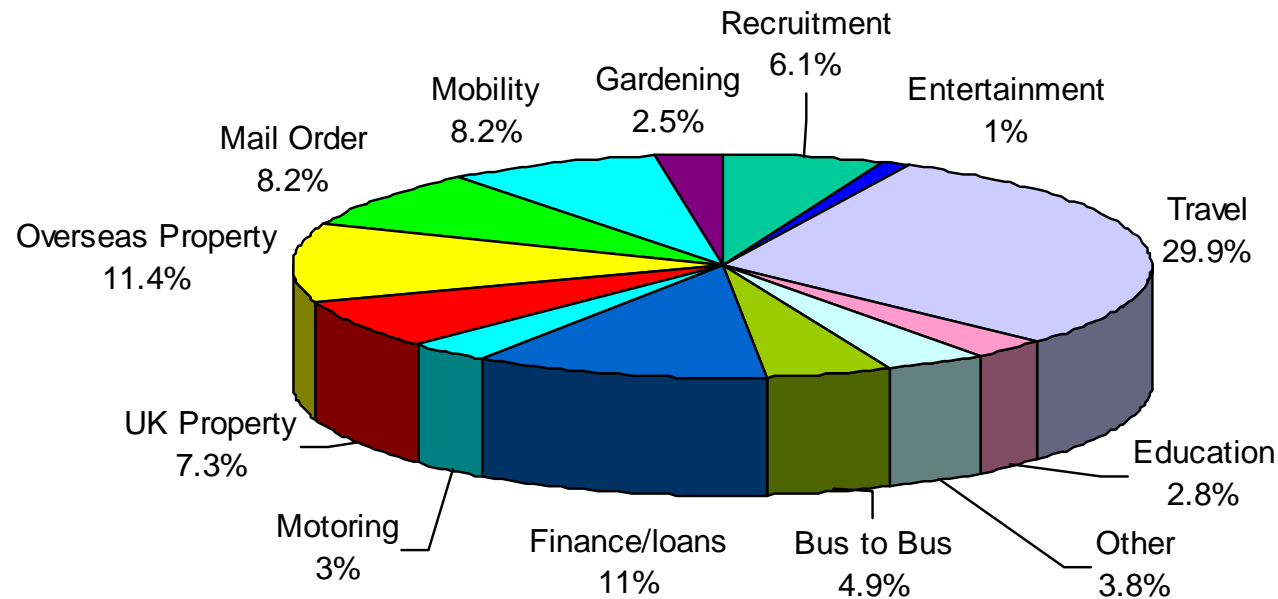


Source: MMS January - December 2004

# Daily Mail

## Share of Classified Market

Total ccms 610,402



Source: MMS January - December 2004

"We are in danger of measuring most accurately those things that are easy to measure and ignoring those that are not, which means we are often precisely wrong, rather than approximately right".

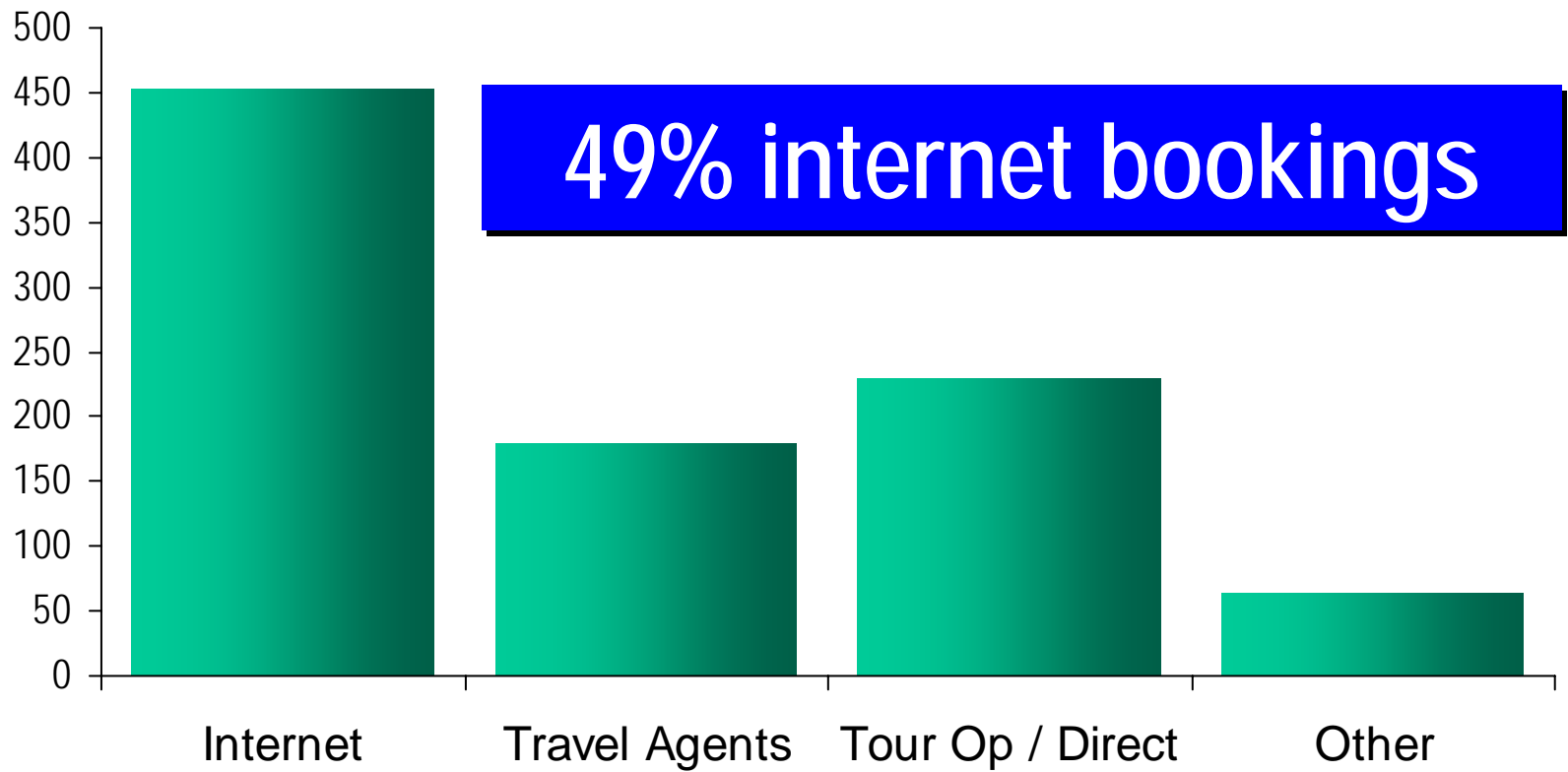
Sir John Banham (CBI)

## Key Questions

- Is Classified driving business into the Internet?
  - How much?
  - What sort of business?
- Are Classified pages being used less often now so many people have access to the Internet?
- EXACTLY what happens when a Classified advert catches a reader's eye?



# Which main method of booking do you use or intend to use?

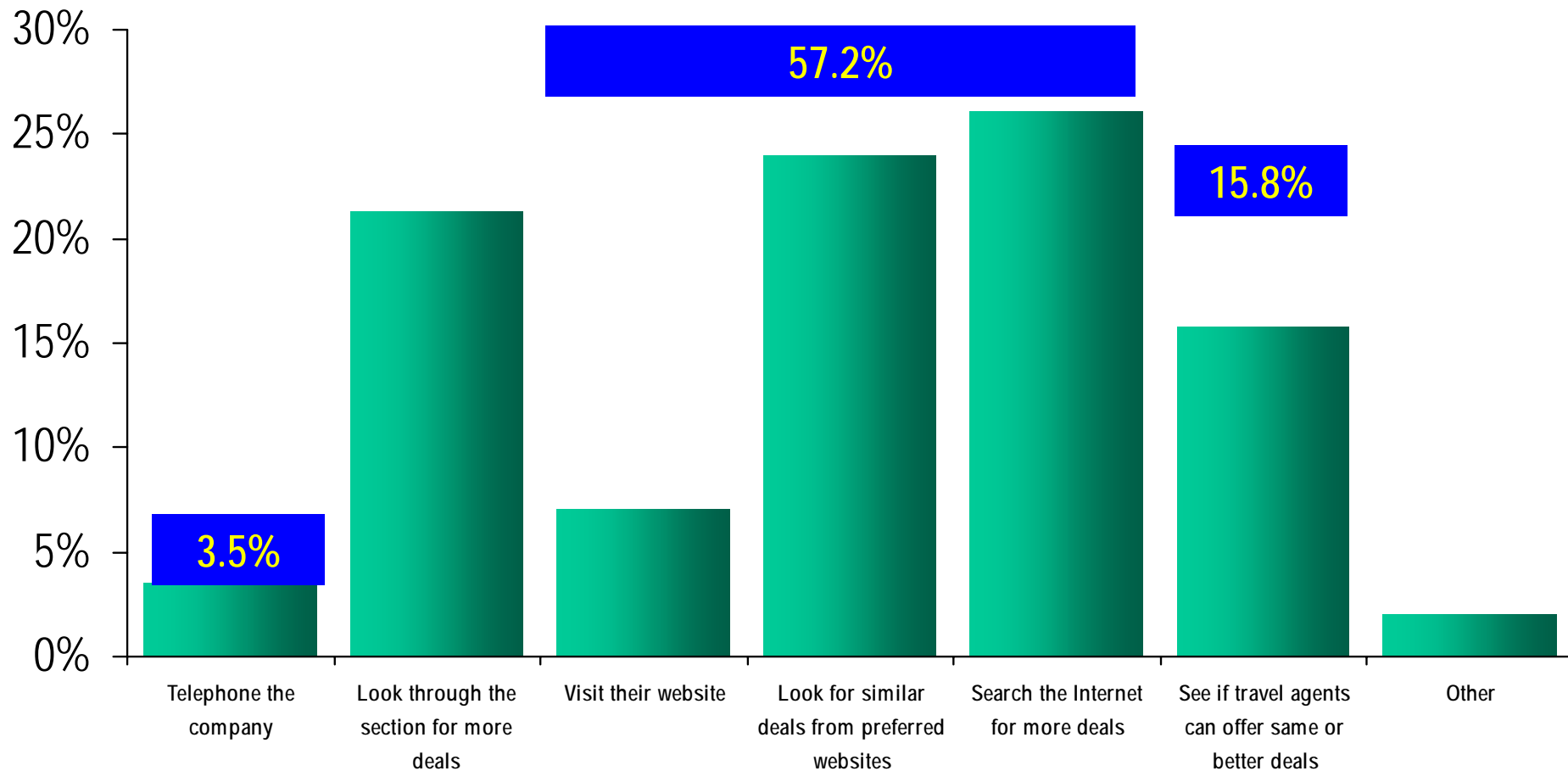


## Misleading Assumptions?

- Therefore the Internet dominates:
  - Researching travel and holidays
  - Shortlisting, cost comparing
  - Generating ideas for new types of holiday or destinations
- Newspaper Classifieds are read by those without access to the Internet
- Newspaper Classifieds get the phones to ring
  - They don't generate online bookings

# The Reality Check

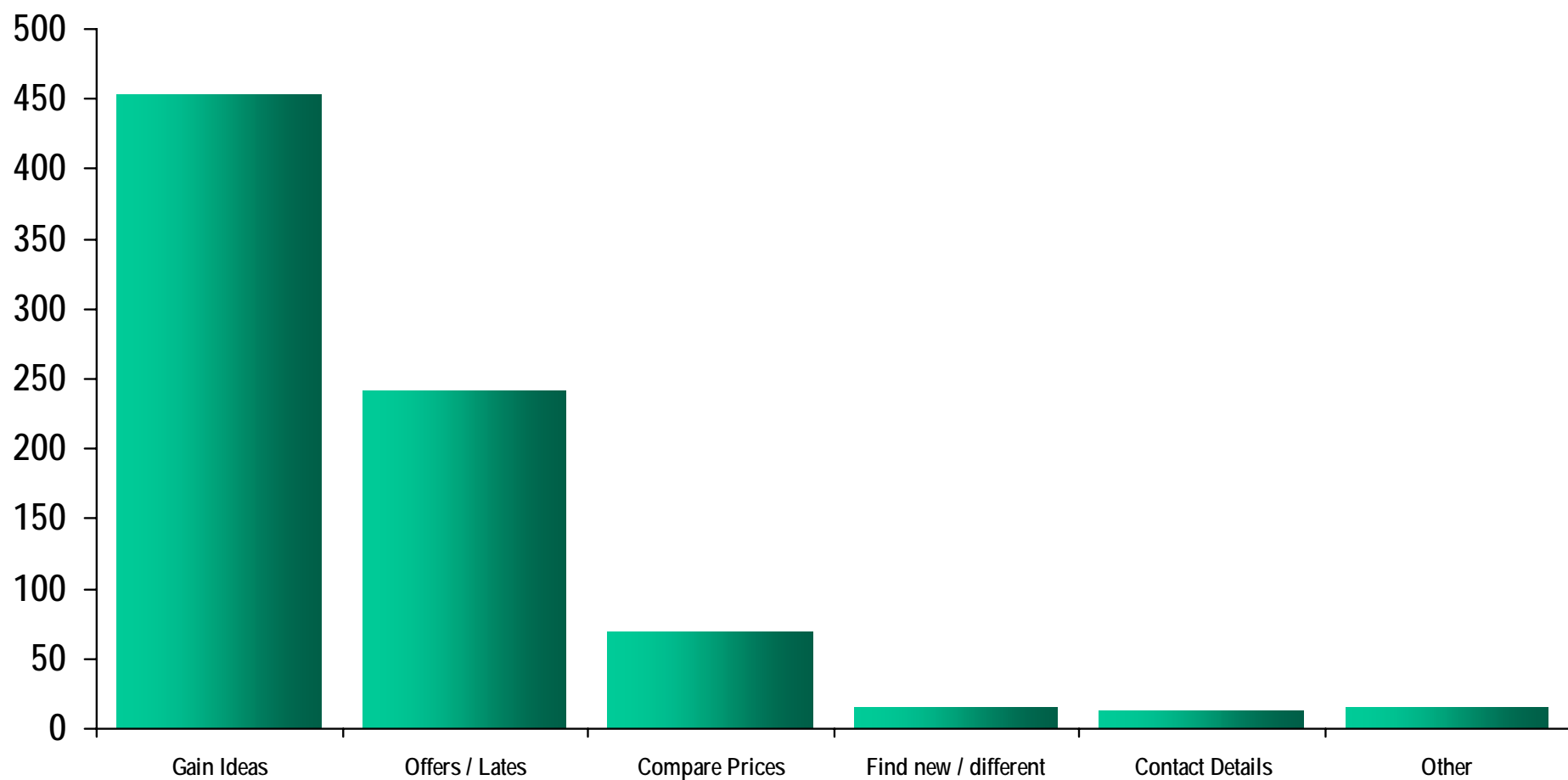
When newspaper advertisements from holiday and travel companies catch your eye, what action would you normally take?



## Misleading Assumptions?

- Newspaper Classifieds are read by people looking for deals or are simply cost comparing

# How do you use the Classified Travel advertising sections in newspapers?

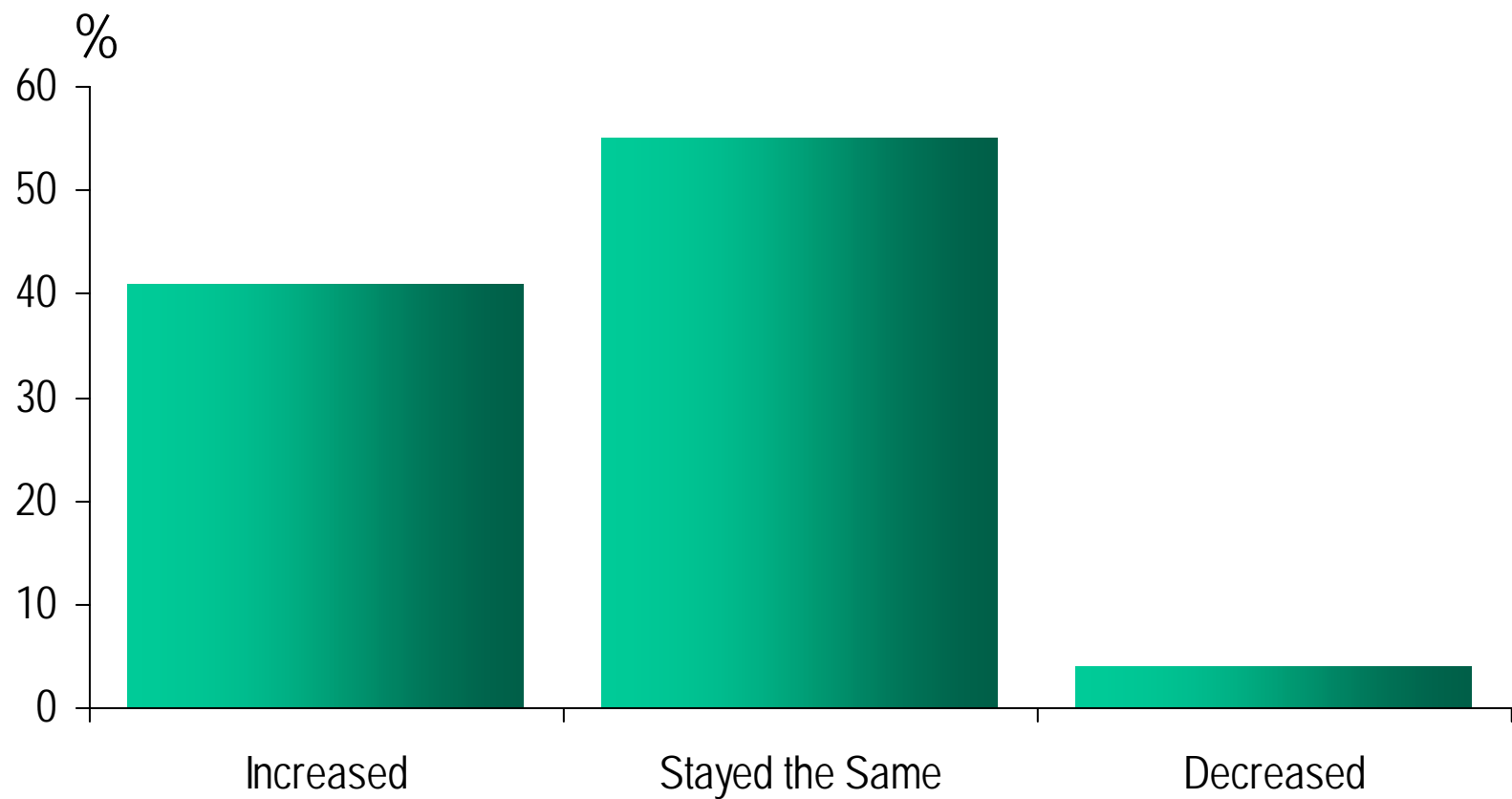


## Misleading Assumptions?

- Classified Travel advertising is being read less frequently and by fewer people (due to the impact of the Internet)



Has your reading of Classified Travel advertising sections in newspapers changed over the last year?

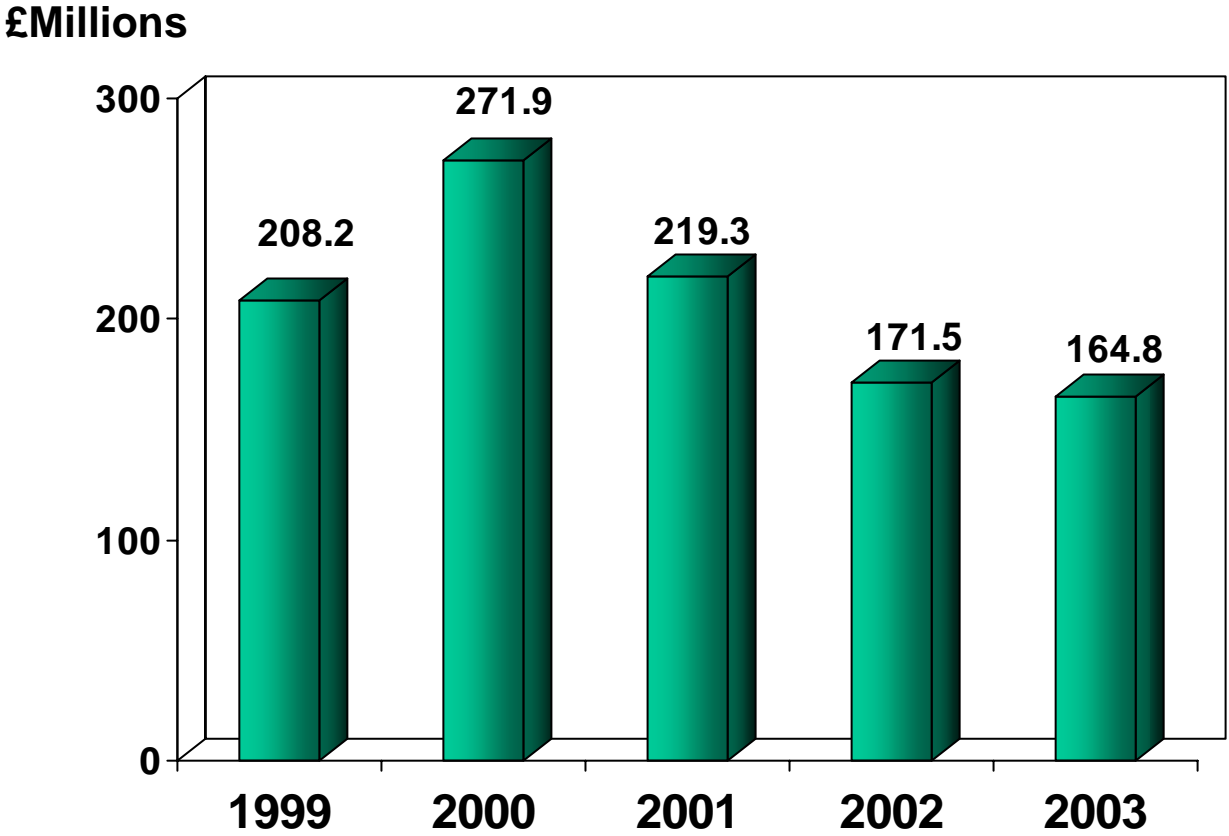


## The Real Story

- For INTERNET holiday bookings researched
  - 41% can be attributed ENTIRELY to newspaper advertising
  - A further 27% can be PARTLY attributed to advertising
- Therefore TWO THIRDS of Internet travel bookings can be entirely or partly attributed to newspaper Classified advertising

[illegible]

# National Newspaper Recruitment Advertising Revenue 1999-2003 Constant Prices





85/1st  
Daily Mail, Friday, March 4, 2004

## Property Mail: Cyprus

Page 8

Is Turkish northern Cyprus a safe place to buy a holiday home? **Nigel Lewis** finds out

**P** EOPLE who marvel at the huge property boom that has transformed many parts of the Mediterranean coast from being quiet rural backwaters into bustling holiday-home towns often forget one of the greatest success stories: Cyprus.

In the sixties, tension built up between the Greek and Turkish Cypriot communities on the island. Turkey and Greece, both members of NATO, and, after a bloody battle, the division of the island into north and south with a UN peace-keeper down the middle.



Conciliatory approach to the reunification of Cyprus has sparked a debate here in Britain, northern and southern press both the blame and the credit.

Why is it that most estate agents sell property almost exclusively in the southern half?

The major question in the works is that the international community refuses to recognise northern Cyprus and its Turkish-backed administration.

It is not expected to start until early 2006. At the moment, visitors from Britain have to fly to Turkey and travel on to Cyprus.

Compared to the north, property prices in southern Cyprus are expensive. In Paphos you need at least £150,000 to buy even a basic new-build villa, and prices climb to £200,000 for a decent, larger property. Many British buyers are here.

**MEG LARDER, 58,** has voted with her feet and bought two properties in Cyprus. The first is a £155,000 two-bed house in a Pissos (similar to the one pictured) which will be ready by January 2000. The second is a £118,600 two-bedroom apartment just outside the village of Tala. Meg moved there from Bournemouth where she worked as a nurse. Her 21-year-old son lives with her, but her 26-year-old daughter Katherine, who is a massage therapist, stayed in Bournemouth for a while. Meg is planning to return to nursing and work in a private hospital. She has a hospital while renting out her apartment to holidaymakers. The family (she) recently got together to help Meg move in to her apartment, and Robert has found a job. She is now a secretary at a local TV company.

At many in the south of the island and regard property investment in the north as a very risky affair. When the Turkish invaded in 1974, the Greek Cypriots were forced to flee south and left behind land and houses which they have not since been able to visit or see. If reunification is achieved, the north will be

"It's a potential timebomb," says Martin Gow, of property agent Paradis Properties. That's why we don't sell or get involved in development in the northern part of Cyprus — a lot of negotiation has to take place before we will be satisfied it's a wise place for British buyers to invest," says Mr. Gow.

**B**UT THAT has still not stopped an estimated 1,500 British tourists from buying property in the north, admittedly a drop in the ocean compared to the 100,000-plus who now live or own homes in the south.

And the perceived risks of northern ownership have not put off Mike and Shirley Cohen, who have bought a piece of olive land peppered land in the coastal village of Cypriot, near Kyrenia. They are building four three-bedroom villas, which they are selling for £125,000 each — reflecting the much lower prices in the north, especially in

There is a lot of misinformation about the status of title deeds in the north," says Shihry. "The only doubt is over land that belonged to Greek Cypriots before 1974 who had not registered their ownership officially and then fled south — the government in the north guarantees these deeds it is issuing today."

■ **Paradise** 8599 455 2497, Golden-Dragon Property Investments 84693 859557.

[illegible]











# Business to Business

[illegible]

Daily Mail, Saturday, Feb

## CLASSIFIED HOLIDAY INDEX

### UK HOLIDAYS

Activity Holidays	73
Bournemouth	73
Channel Islands	72
Cornwall	73
Cotswolds	74
Devon	73
Dorset	72
East Anglia	72
Eastbourne	72
Exmoor	73
Great Britain	73
Hebrides	74
Herefordshire	74
Holidays Afloat	73
Ireland	74
Isle of Man	72
Isle Of Wight	72
Kent	73
Kent/Sussex	72
Lake District	74
London	74
New Forest	73
Norfolk	74
Northumbria	72
Peak District	73
Pets Welcome	72
Ross on Wye	74
Scotland	72
Scilly Isles	73
Self Catering	73
Hols	74
Shetland	74
Short Breaks	73
Shropshire	73
Somerset	73
Spring Breaks	72
Suffolk	72
Sussex	74
U.K. Holidays	72
Wales	74
West Country	72
Yorkshire	74

## OVERSEAS HOLIDAYS

Africa	78
Airport Parking	78
America	78
Australia	78
Australia/ New Zealand	77
Balearics	75
British Virgin islands	77
Canaries	86
City Breaks	78
Corsica	75, 78
Croatia	78
Cruising & Sailing	83, 84, 85
Cyprus	77
Flight & Overseas Holidays	77, 79, 80, 81, 82, 84, 85, 86
Far East	78
Florida	78
France	75, 76
Greece	78
Goa	78
Iceland	78
India	78
Italy	78
Malta & Gozo	75, 77
Mauritius	78
New Zealand	78
Portugal	77
River Cruising	75
Scandinavia	75
Skiing	78
Spain	75
Special Interest	77
Turkey	75, 78 & 84
Weekend Breaks	78

PLEASE REMEMBER TO QUOTE SATURDAYS DAILY MAIL WHEN RESPONDING TO ALL ADVERTISEMENTS

Daily Mail, Saturday, February 26, 2005

### CLASSIFIED HOLIDAY INDEX

UK HOLIDAYS	
Activity Holidays	73
Bournemouth	73
Channel Islands	72
Cornwall	73
Cotswolds	74
Devon	73
Dorset	72
East Anglia	72
Eastbourne	72
Exmoor	73
Great Britain	73
Hebrides	74
Herefordshire	74
Holidays Afloat	73
Ireland	74
Isle of Man	72
Isle Of Wight	72
Kent	73
Kent/Sussex	72
Lake District	74
London	74
New Forest	73
Norfolk	74
Northumbria	72
Peak District	73
Pets Welcome	72
Ross on Wye	74
Scotland	72
Scilly Isles	73
Self Catering	73
Shetland	74
Short Breaks	73
Shropshire	73
Somerset	73
Spring Breaks	72
Suffolk	72
Sussex	74
U.K. Holidays	72
Wales	74
West Country	72
Yorkshire	74

### OVERSEAS HOLIDAYS

Africa	78
Airport Parking	78
America	78
Australia	78
Australia/ New Zealand	77
Balearics	75
British Virgin islands	77
Canaries	86
City Breaks	78
Corsica	75, 78
Croatia	78
Cruising & Sailing	83, 84, 85
Cyprus	77
Flight & Overseas Holidays	77, 79, 80, 81, 82, 84, 85, 86
Far East	78
Florida	78
France	75, 76
Greece	78
Goa	78
Iceland	78
India	78
Italy	78
Malta & Gozo	75, 77
Mauritius	78
New Zealand	78
Portugal	77
River Cruising	75
Scandinavia	75
Skiing	78
Spain	75
Special Interest	77
Turkey	75, 78 & 84
Weekend Breaks	78

Flights & Overseas Holidays

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- Return transfers in Malta
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- All drinks - including imported spirits, local beers, local wine and soft drinks
- Two 15 min Thalasso Pool treatments daily
- FREE harbour cruise
- All day boat trip to Gharine with lunch and drinks included (new on its way)
- Use of health club, gym & sports facilities
- Summer souvenir supplement from last £249

Fortina Spa Resort

The Fortina offers the ultimate in all-inclusive holidays and has been a firm favourite with Mercury Direct clients. So much so that we have now negotiated special all-inclusive prices. With a superb location on the waterfront of Malta's leading resort, Sliema, the Hotel Fortina Spa forms part of the new Fortina Spa Resort Complex. Offering outstanding facilities, with a choice of six restaurants including fine dining, health centre's and snacks, it was the first hotel on the island to offer all-inclusive holidays and combines these with FREE Thalasso Therapy Treatments.

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MercuryDirect

OPEN 7 DAYS A WEEK

Page 77

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4\* SPA BREAK FR £259

Fortina Spa Resort

The Fortina offers the ultimate in all-inclusive holidays and has been a firm favourite with Mercury Direct clients. So much so that we have now negotiated special all-inclusive prices. With a superb location on the waterfront of Malta's leading resort, Sliema, the Hotel Fortina Spa forms part of the new Fortina Spa Resort Complex. Offering outstanding facilities, with a choice of six restaurants including fine dining, health centre's and snacks, it was the first hotel on the island to offer all-inclusive holidays and combines these with FREE Thalasso Therapy Treatments.

FREE ROOM UPGRADES

Book upgrade earlier - receive dates  
Book deluxe room - receive deluxe with breakfast  
Value for money - 100% satisfaction or your money back

DEPARTURES:  
01/03/05 - 31/03/05

Time prices apply independent between 17:00 - 19:00

MercuryDirect

OPEN 7 DAYS A WEEK



Henley Centre research has shown that only a husband or wife has greater power to influence thought and action than 'your newspaper of choice' (55% against 39%).

This is stronger than:

Parents (32%)

Work colleagues (24%)

Employers (23%)

TV news (18%)

Magazines (16%).

## Favourite brands

## Brands we love,

## Top 50 Loved (%)

Brand	Total vote	Gender		Place of residence		
		Male	Female	North	Midlands	South
1 Google	27.5	55	45	33	22	45
2 Nokia	27.3	42	58	32	22	46
3 Tesco	23.7	41	59	29	22	49
4 Persil	19.5	34	66	28	22	50
5 Coca-Cola	18.6	39	61	30	23	47
6 Asda	17.1	36	64	42	25	33
7 British Airways	17.0	50	50	35	18	47
8 Birds Eye	16.5	36	64	31	24	45
9 Dell	16.1	62	38	30	23	47
10 Debenhams	15.9	32	68	35	24	41
11 BBC One	14.3	50	50	27	24	49
12 IKEA	14.3	34	66	36	25	39
13 M&S (Supermarket)	13.2	37	63	32	16	52
14 Sainsbury's	12.8	45	55	22	23	55

## 16 Daily Mail

19 B&Q	11.3	52	48	31	25	44
20 Ariel	11.3	33	67	31	23	46
21 O2	11.3	47	53	34	22	44
22 Stella Artois	11.2	56	44	31	20	49
23 Orange	11.2	52	48	31	27	42
24 Lucozade	11.1	42	58	28	26	46
25 John Lewis (Dept. store)	10.6	48	52	27	19	54
26 Next	10.5	16	84	34	22	44
27 Walkers	10.3	41	59	32	30	38
28 ITV	10.3	31	69	41	23	36
29 Galaxy	10.3	34	66	33	22	45
30 M&S (High-street shop)	10.1	37	63	27	19	54
31 Hewlett-Packard	10.0	50	50	34	23	43
32 The Sun	9.9	48	52	30	23	47
33 Cadbury's Dairy Milk	9.8	37	63	33	23	44
34 Pringles	9.8	34	66	36	22	42
35 Thomas Cook	9.7	50	50	32	21	47
36 Cancer Research UK	9.7	42	58	33	18	49
37 Dyson	9.5	38	62	36	21	43
38 Heinz	9.5	37	63	33	21	46
39 Harvester	9.2	44	56	13	36	51
40 Argos	9.1	45	55	33	27	40
41 Pantene	9.1	18	82	29	21	50
42 TGI Friday's	8.9	37	63	35	20	45
43 Adidas	8.9	50	50	35	23	42
44 Weetabix	8.5	47	53	32	24	44
45 Beefeater	8.5	47	53	40	23	37
46 Pizza Hut	8.5	36	64	37	20	43
47 Virgin	8.3	60	40	21	20	59
48 Channel 4	8.2	30	70	35	21	44
49 Bold	8.1	33	67	33	23	44
50 John Lewis (Home retailer)	8.0	43	57	28	17	55

Source: Joshua ConsumerCheck

## Newspaper

While the *Daily Mail* takes the top spot as the nation's favourite newspaper, *The Sun*, which has a circulation of 3.35m compared with the *Mail's* 2.3m, remains our biggest-seller.

However, it is the *Daily Mail* that is in the ascendant. Since 1989, weekly sales of its Saturday edition have risen from 1.7m

to 3.2m, while weekday numbers have risen by an average of 500,000 a day. *The Sun*, under editor Rebekah Wade, saw sales dip below 3.3m earlier this year for the first time since 1974, as headlines such as 'Ship Ship Hooray!' (after Harold Shipman's suicide) caused outrage.

The *Mirror* has also flirted with disaster, most notably by running fake photos of British soldiers torturing Iraqi prisoners of war – a decision that cost editor Piers Morgan his job in May.

Des Nichols, director of promotions at the *Daily Mail*, puts the paper's success down to its consistency and appeal to Middle England values. 'We never try to run ahead of our readers, but simply get in step with their lives,' he says.

Buoyed by its tabloid format and backed by a £4m ad campaign, meanwhile, *The Times* is enjoying a circulation revival, up 2.8% year on year in July.

## Top 5 Newspapers

Brand	% category votes
1 Daily Mail	25.0
2 The Sun	20.7
3 The Telegraph	10.8
4 Mirror	9.9
5 The Times	9.8

Source: Joshua ConsumerCheck



# Promotions

- TV supported
- 24 token collect
- 1.4m entries
- Running for 10 years



Mail investigation exposes shocking security lapses at Parliament and the Old Bailey

## AN OPEN DOOR TO TERROR

BRITAIN'S top terrorist targets are scandalously under-protected, a Mail investigation reveals today.

By Neil Sears

Parliament, the Old Bailey and Portcullis House, the flagship new office building for MPs by the Thames.

With a total of five hours in the three buildings and only cursory checks on the way in, I had ample opportunity to plant explosives, biological agents or poison.

The exposure comes in the wake of the security shambles at Windsor Castle last week, when a comedian dressed as Osama Bin Laden was

Turn to Page 4, Col. 3



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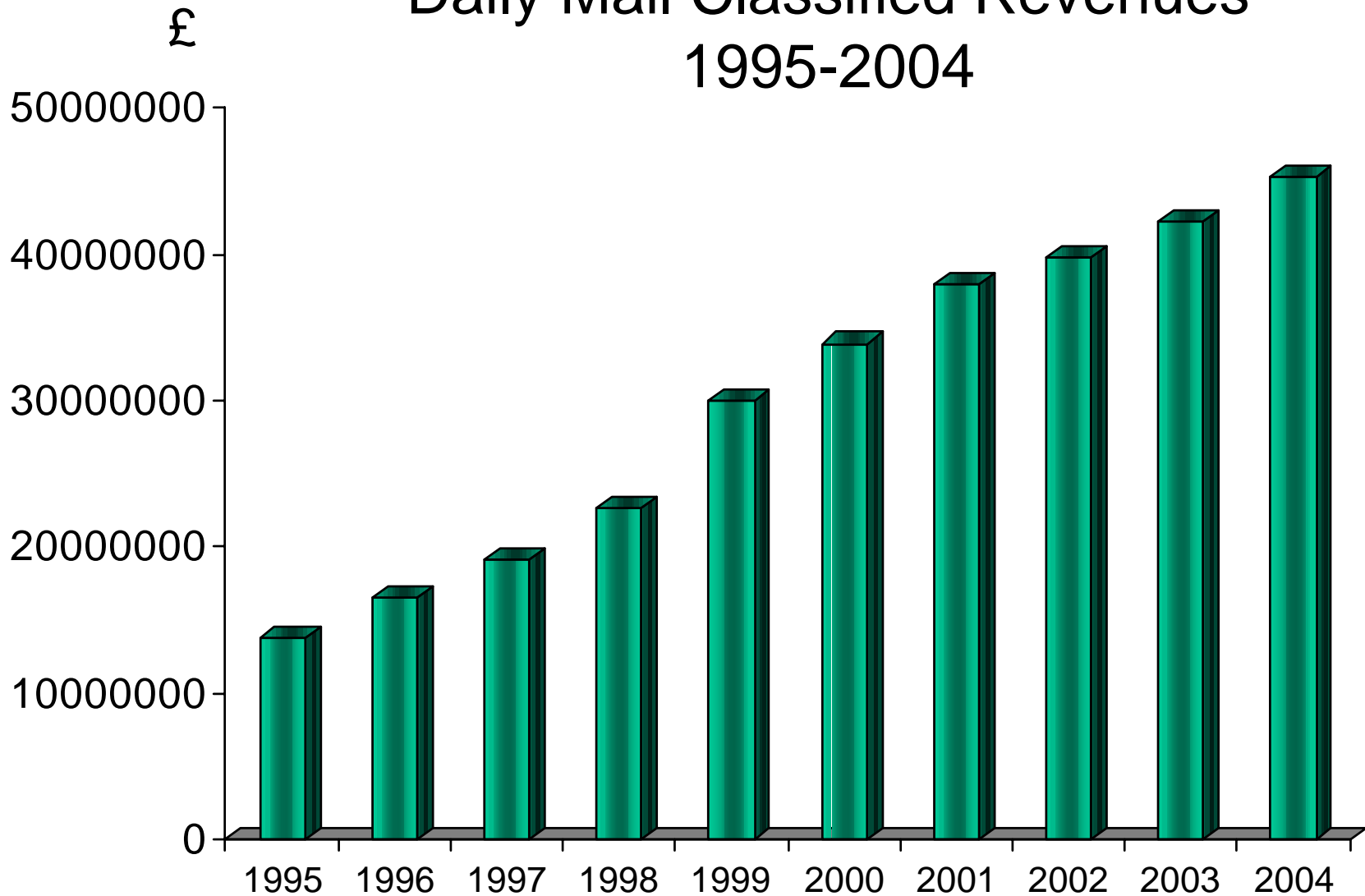
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<p><b>Investment</b></p>		<p><b>Marlybone's Marble Mansion</b> (07 Mar 2005) Designed by Robert Adam in 1770, Duchess Marlybone cost its current owner a staggering million to refurbish. It's now on the market for 15m. Just as well it comes with its own gold more</p>			
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## Daily Mail Classified Revenues 1995-2004



# Newspapers Must Continue to Offer More

- More colour
- More relevant editorial
- More value
- Better looking marketplaces



TV would kill radio

Cinema would kill theatre

Colour would kill mono

Satellite TV would kill Terrestrial TV

**DIDN'T HAPPEN!!**





# Internet to kill the newspaper?

## **WON'T HAPPEN!!**



# Daily Mail