

Daily Mail



George Deedes
10th March 2005

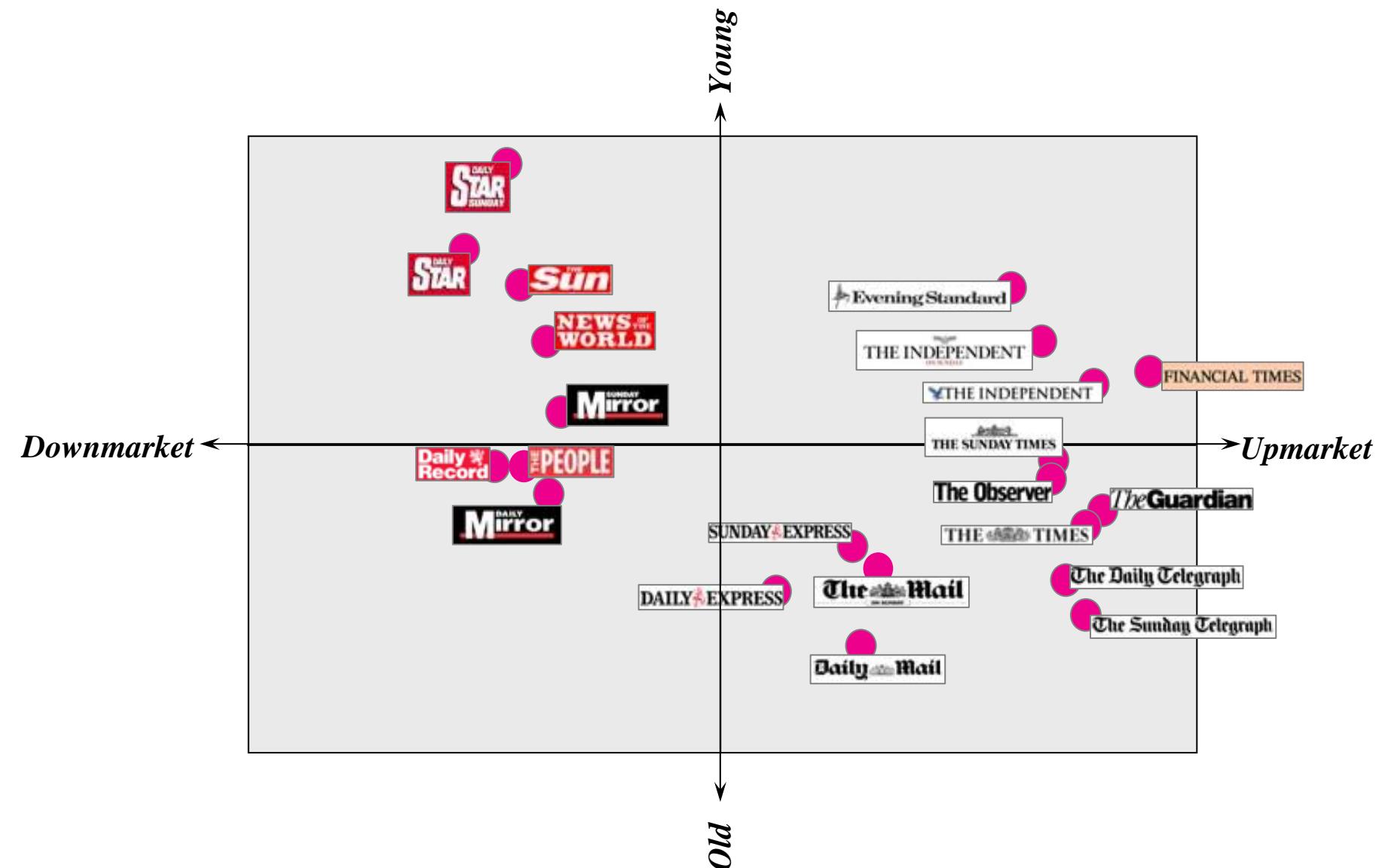
Content

- 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

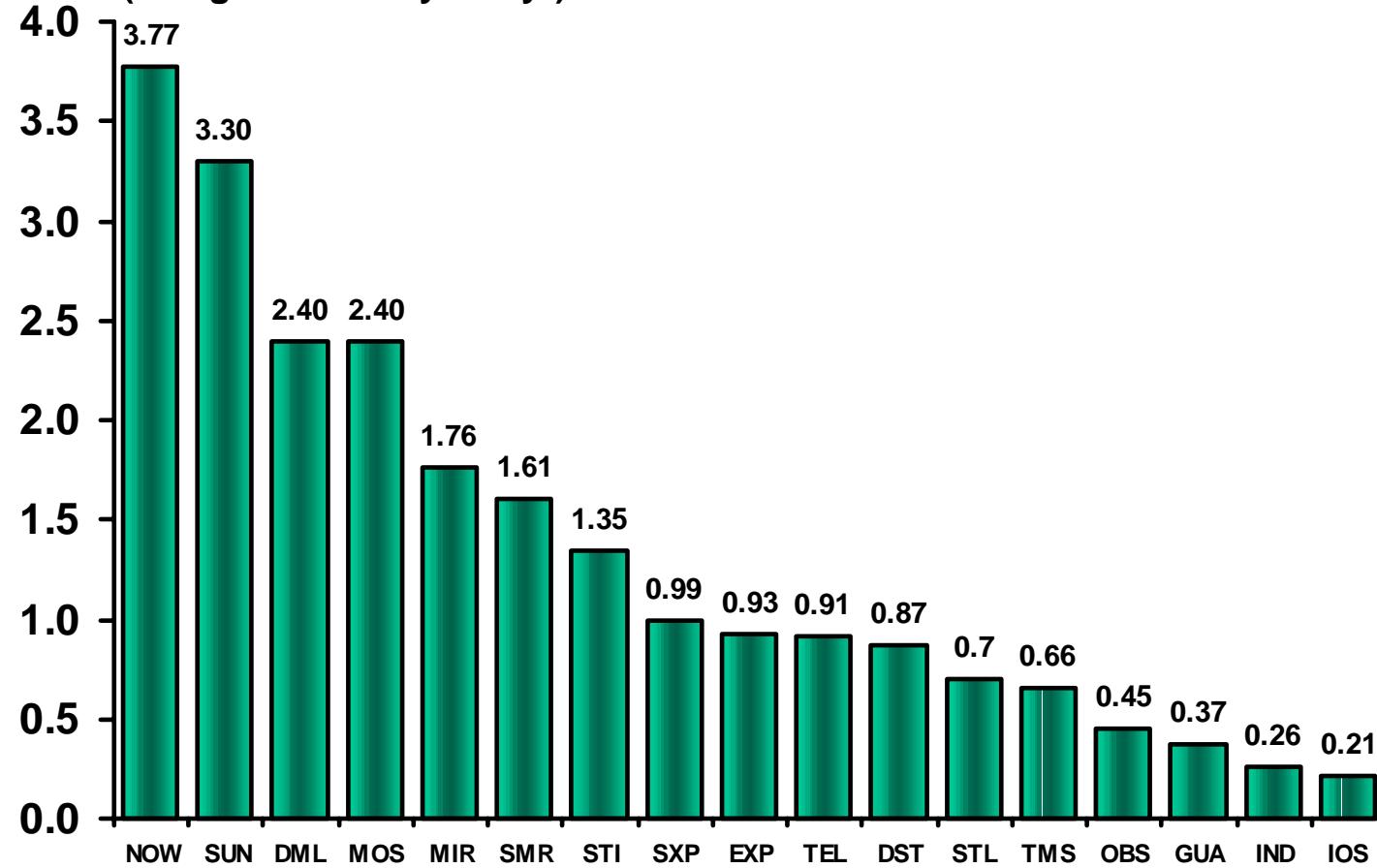
Readership by Age and Social Class



Circulation Comparisons

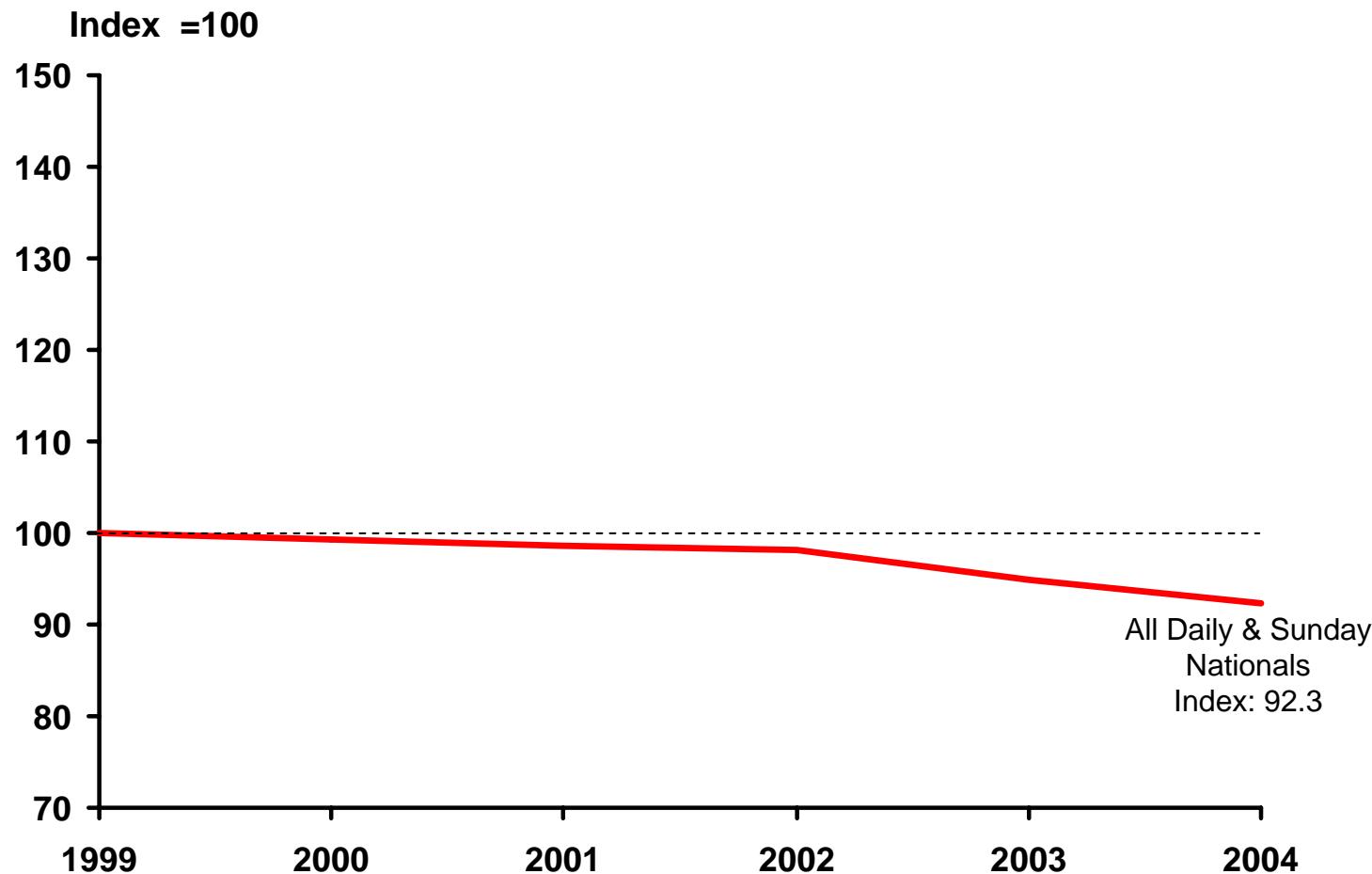
National Newspapers

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** **SEARCH THE SUN** **GO**

Tuesday, March 8, 2005 **HOME WEBCHATS PAGE3 SHOP MOVIES TRAVEL ARCHIVE** **SEARCH THE WEB** **GO**

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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 up to the cuff-off

SORDID life of sex predator co|

WIN £50k
BUY TODAY'S Sun

SUN NEWS

LET'S TRY AGAIN, JEN
Brad moves back into family home

bizarre EXCLUSIVE

FULL NEWS INDEX

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Guardian

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Money **Newsblog** **Observer** **Online** **Politics** **Science**

Sport **Photographer of the year** **Tom** **Jewell's** **sporting portfolio**

Search this site **Go**

Tuesday March 08 2005

Taliban claims it killed Scot - PA

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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 château in Bordeaux

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News
Sport
Business
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Announcements
Arts
Books
Classified Adverts
Crossword
Dating
Education
Expat
Factfiles
Fashion
Film
Football
Gardening
Health

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.

FROM TODAY'S PRINT EDITION

UK NEWS

► PM happy for more private care within the NHS
► Police race training runs risk of backlash

TODAY'S DATES

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Follow Chelsea and Man U in the Champions League - NOW

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Win tickets and cash

READER TRAVEL OFFERS MINI-BROCHURE

Photo gallery
Find out who's been nominated for an Empire film award...[more](#)

Weather
Evening 30°C Morning 80°C Next five days »

8 March 2005

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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 Rachid could not stifle their simultaneous yawns as they married for the second time. See the pictures ... [read](#)

[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](#)

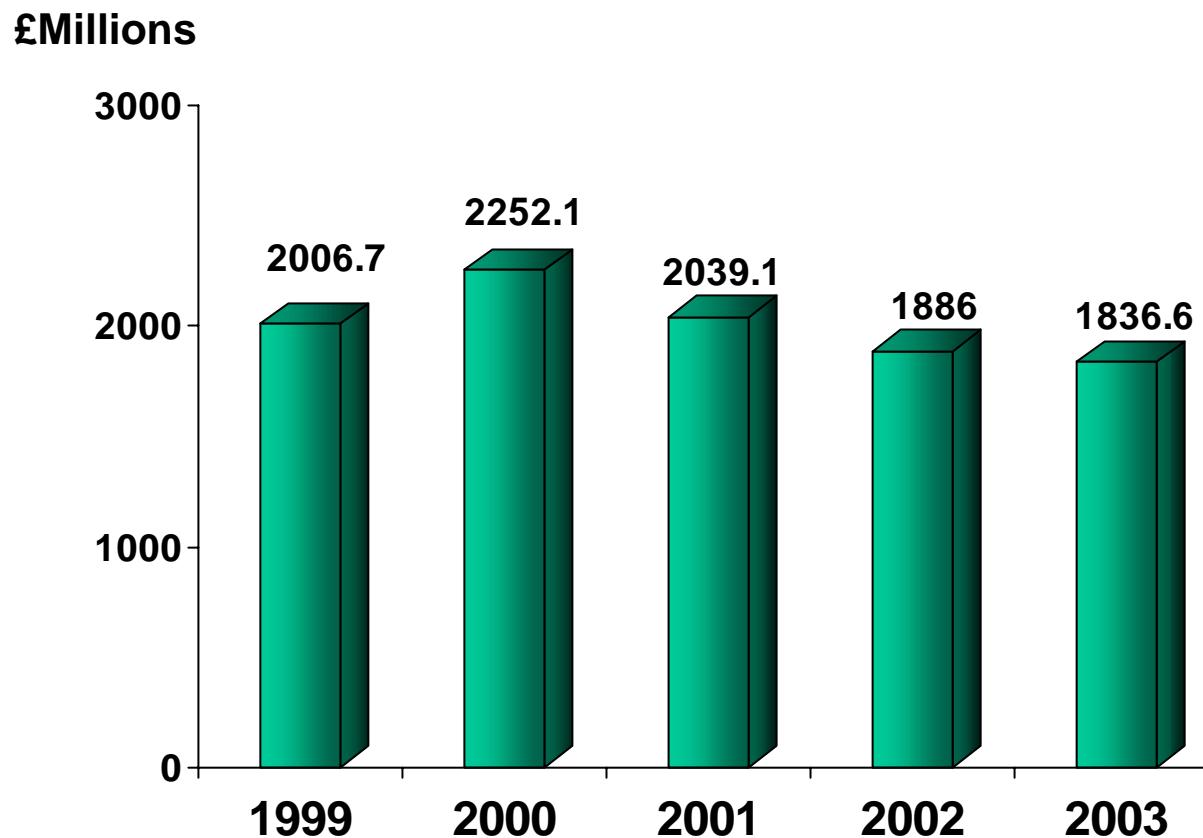
[read later](#)

Bergkamp return boosts Henry

Advertisement

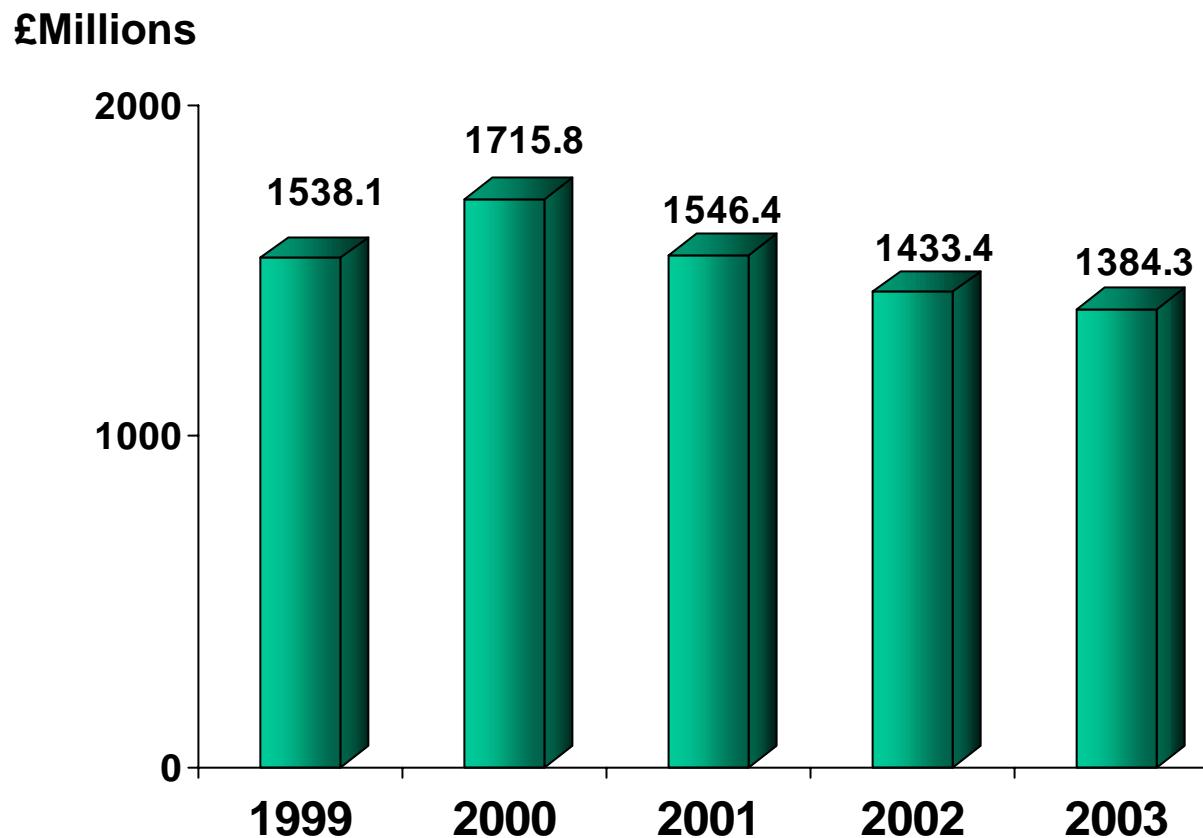
SINGAPORE UNIQUELY SINGAPORE

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



Source: WARC

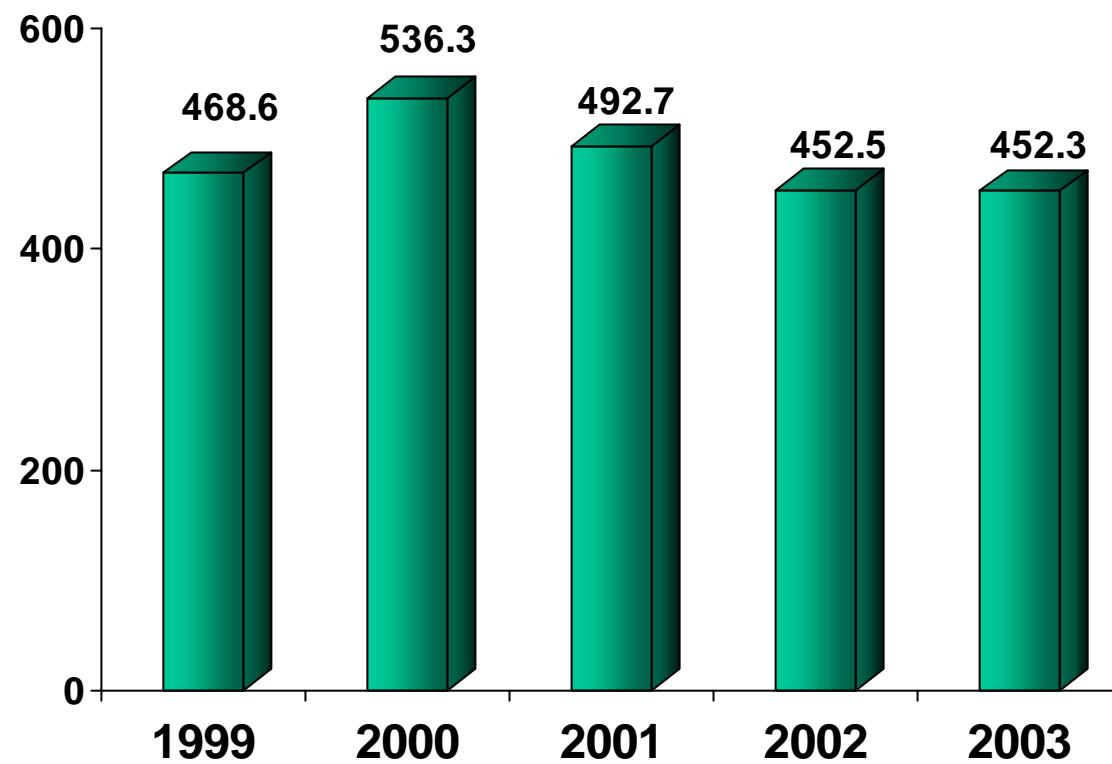
National Newspaper Display Advertising Revenue (including Colour Supplements) 1999-2003 Constant Prices



Source: WARC

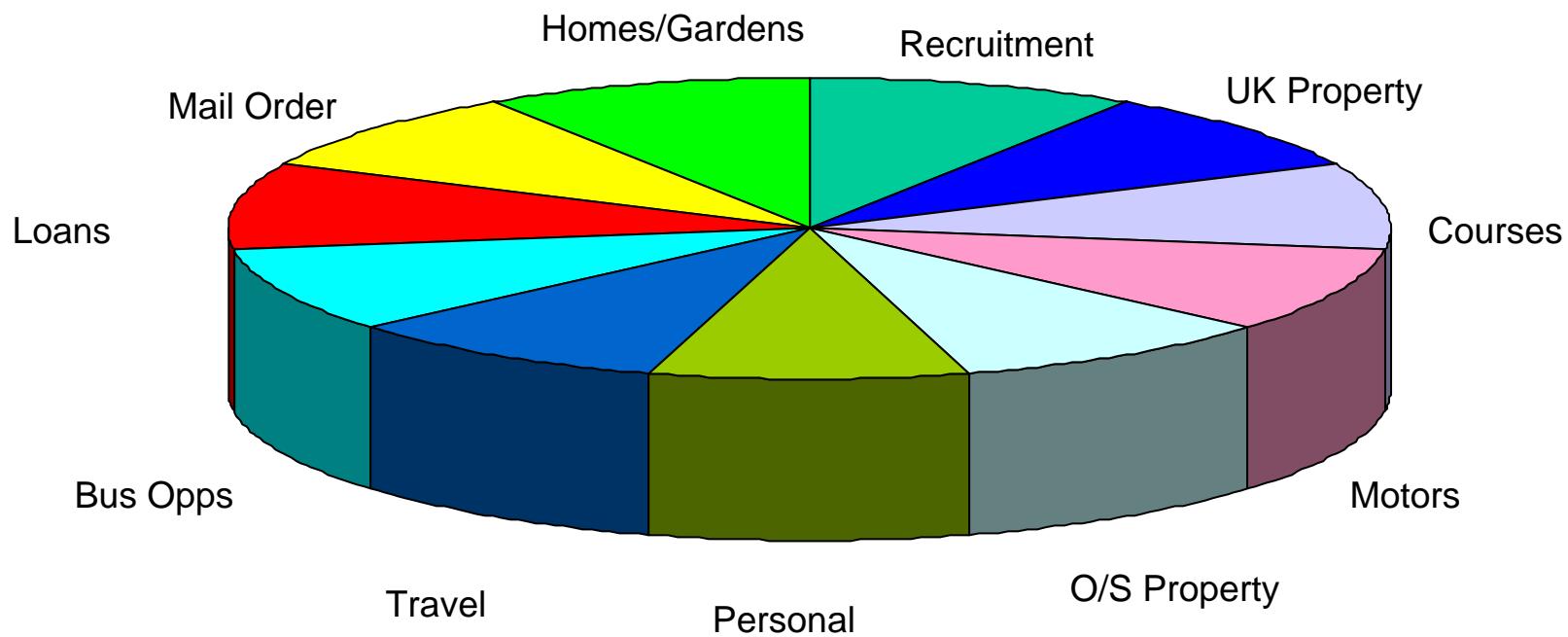
National Newspaper Classified Advertising Revenue 1999-2003 Constant Prices

£Millions



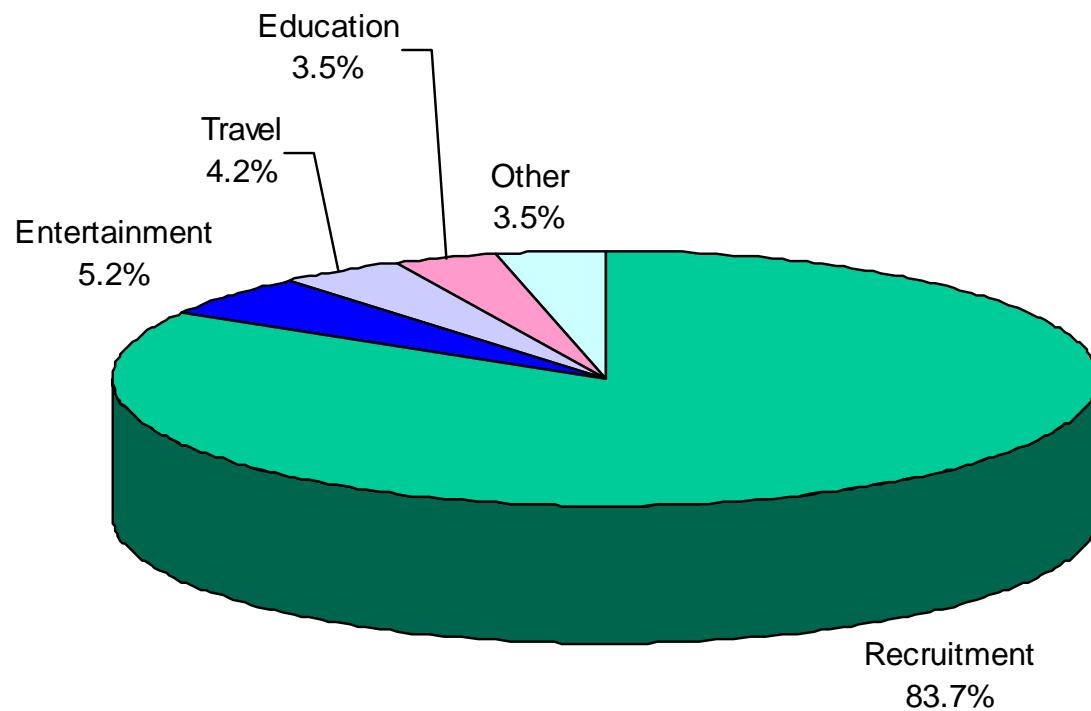
Source: WARC

“The Classified Cake”



Guardian Share of Classified Market

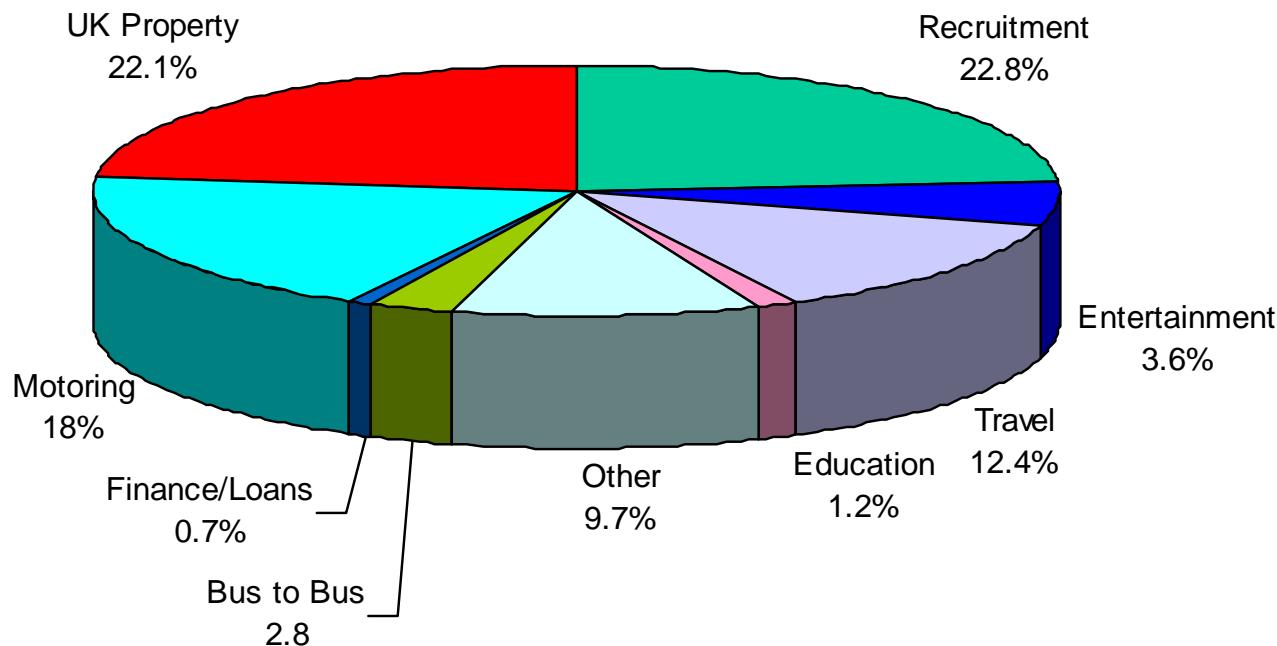
Total ccms 2,071,356



Source: MMS January - December 2004

Sunday Times Share of Classified Market

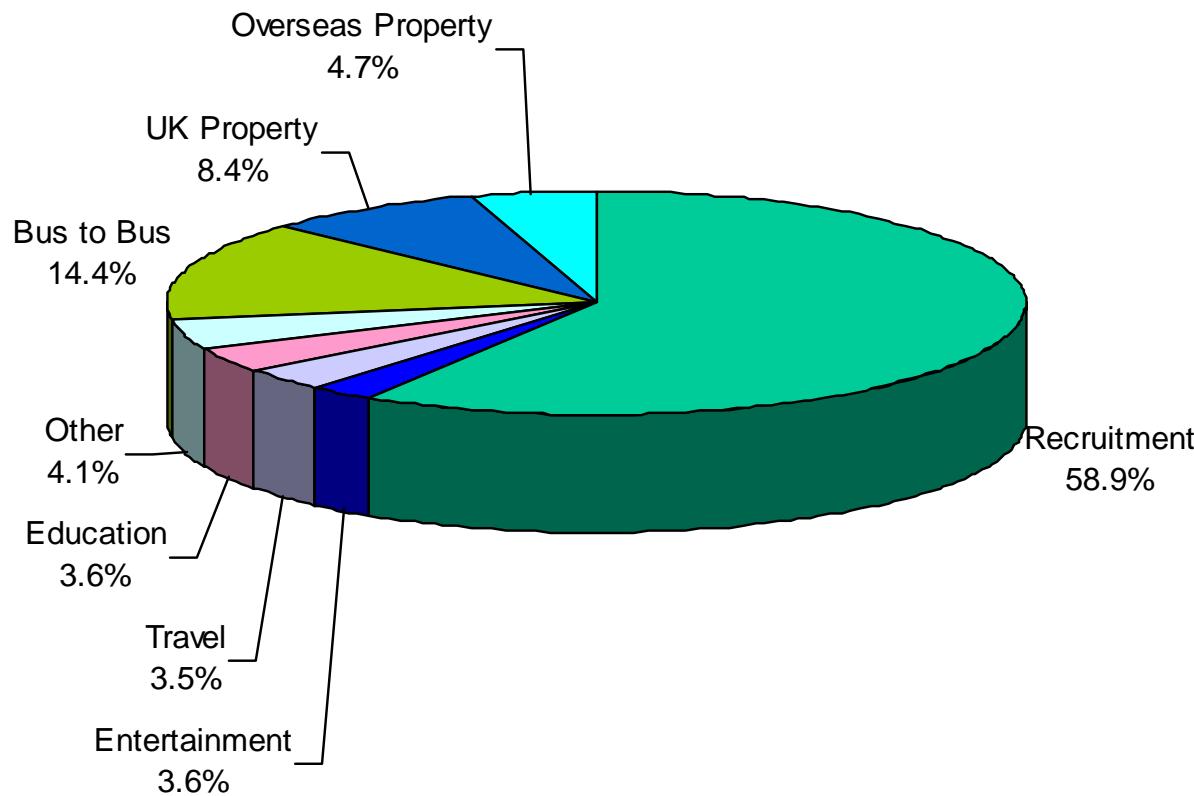
Total ccms 1,126,836



Source: MMS January - December 2004

Financial Times Share of Classified Market

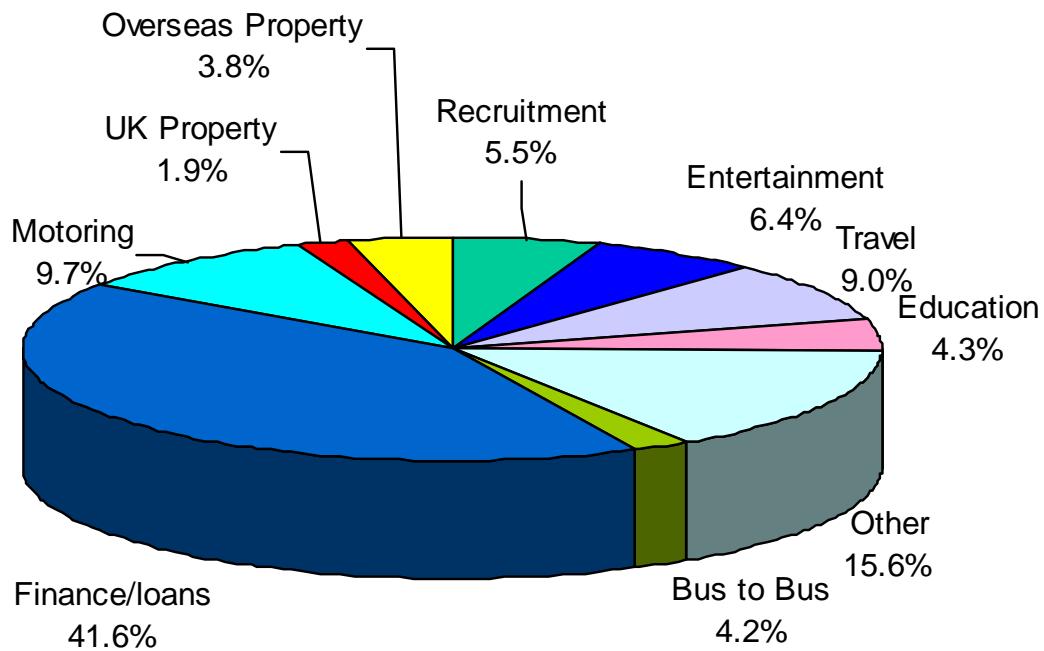
Total ccms 672,578



Source: MMS January - December 2004

Daily Mirror Share of Classified Market

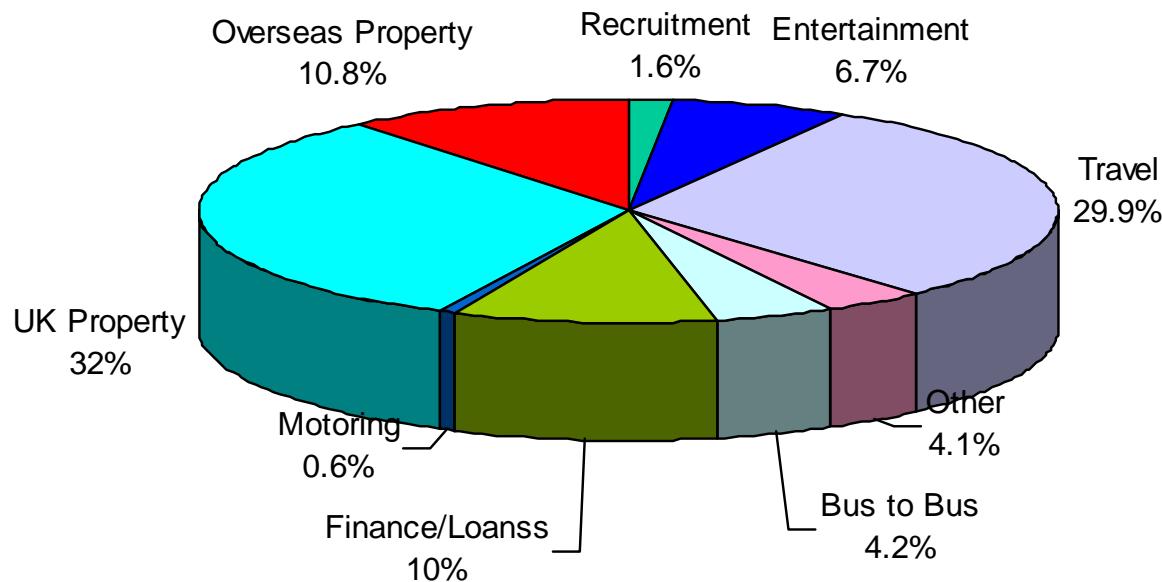
Total ccms 447,107



Source: MMS January - December 2004

Mail on Sunday Share of Classified Market

Total ccms 457,642

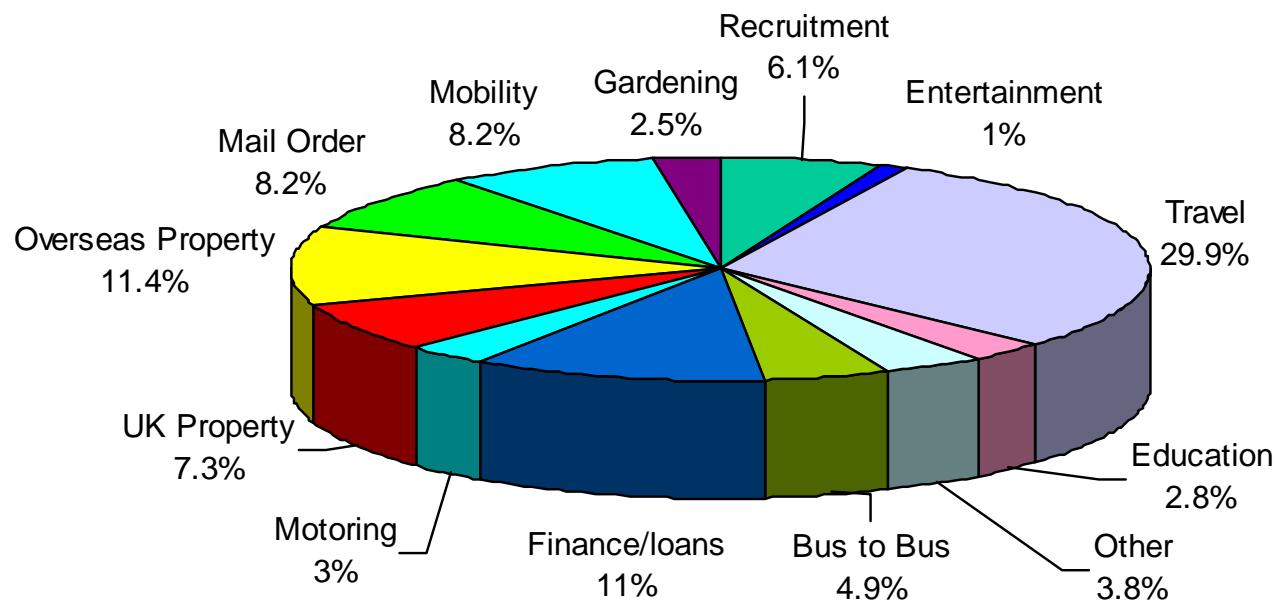


Source: MMS January - December 2004

Daily Mail

Share of Classified Market

Total ccms 610,402



Source: MMS January - December 2004

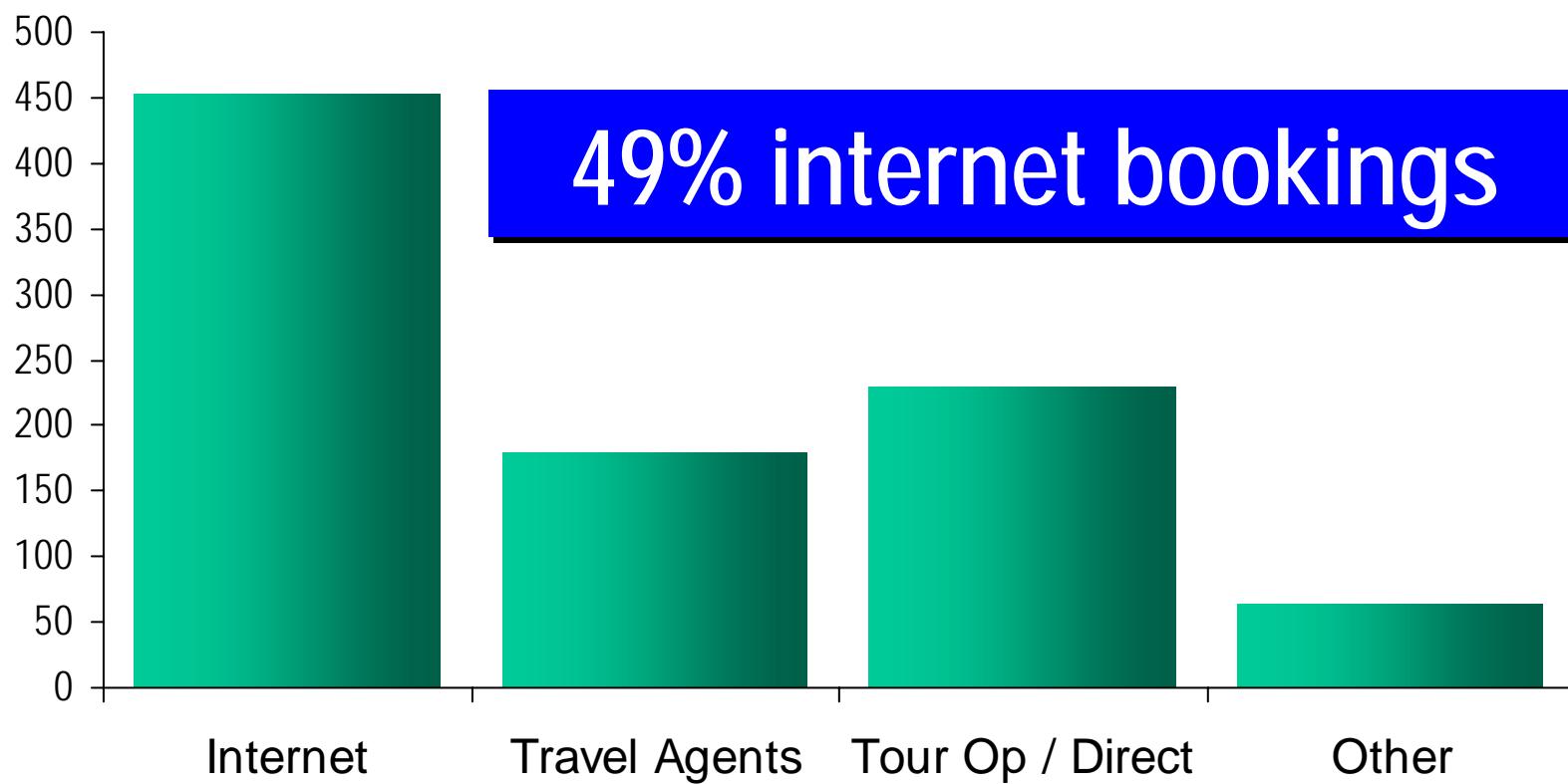
"We are in danger of measuring most accurately those things that are easy to measure and ignoring those that are not, which means we are often precisely wrong, rather than approximately right".

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?

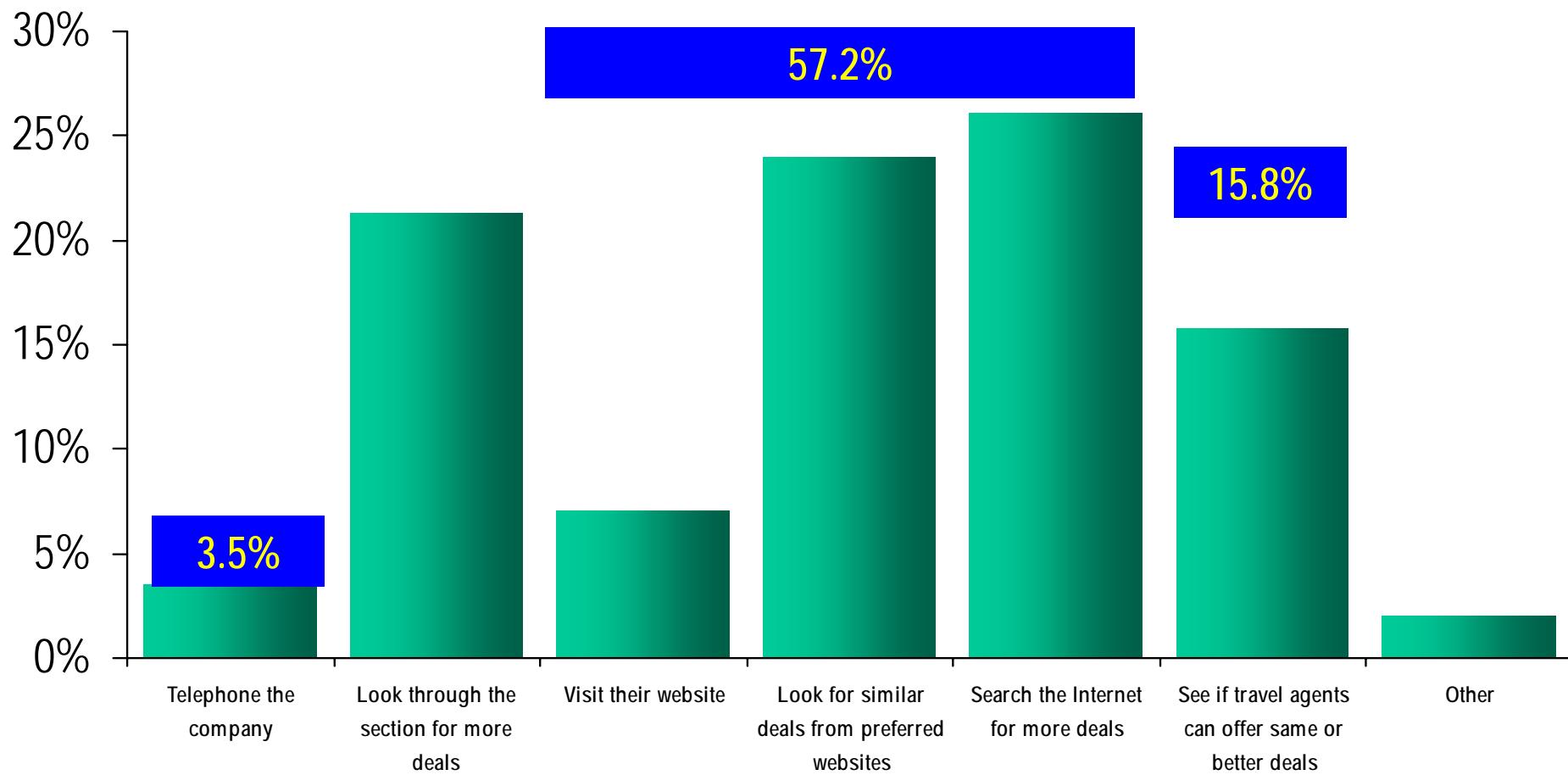


Misleading Assumptions?

- 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

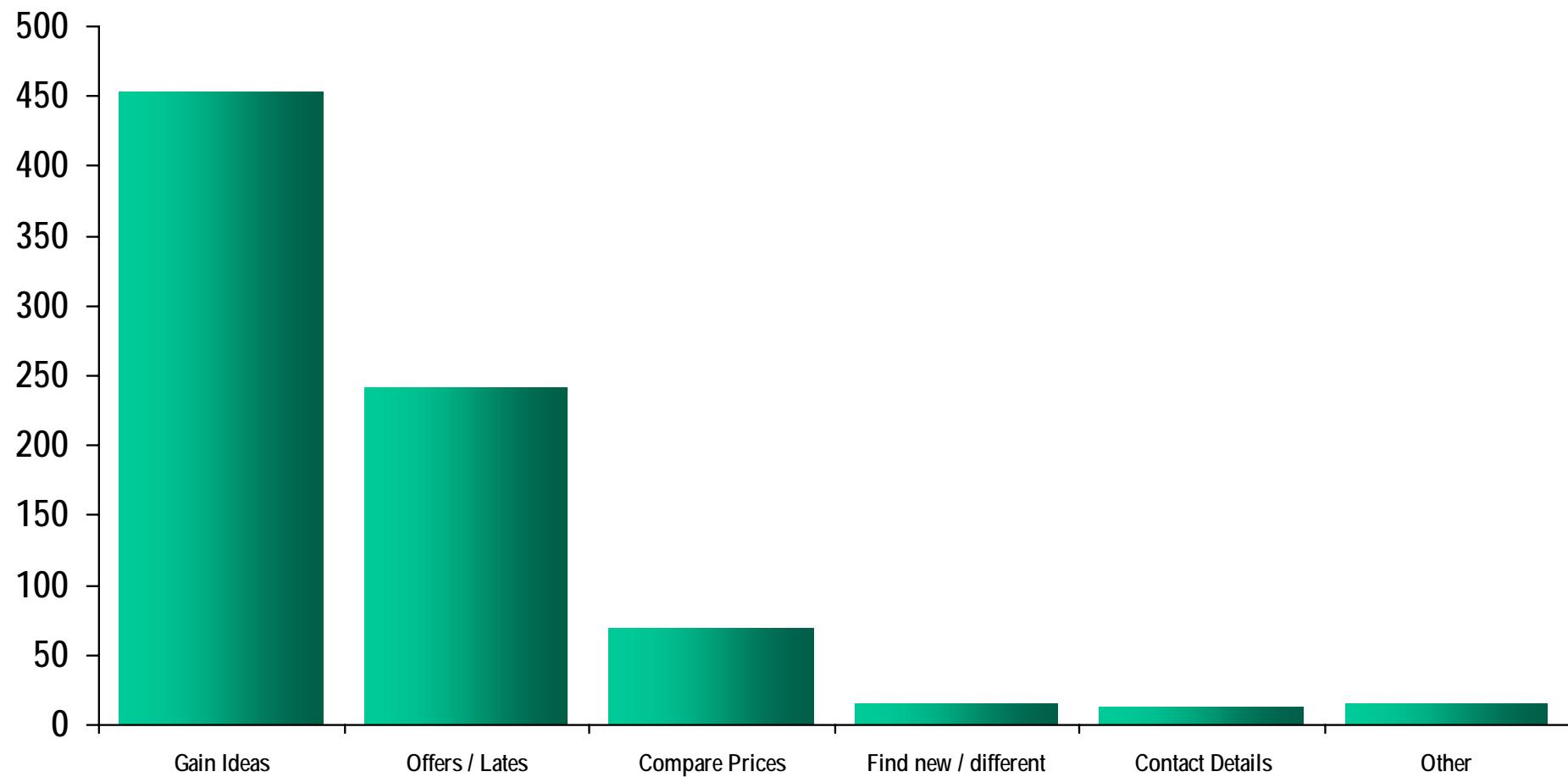
When newspaper advertisements from holiday and travel companies catch your eye, what action would you normally take?



Misleading Assumptions?

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

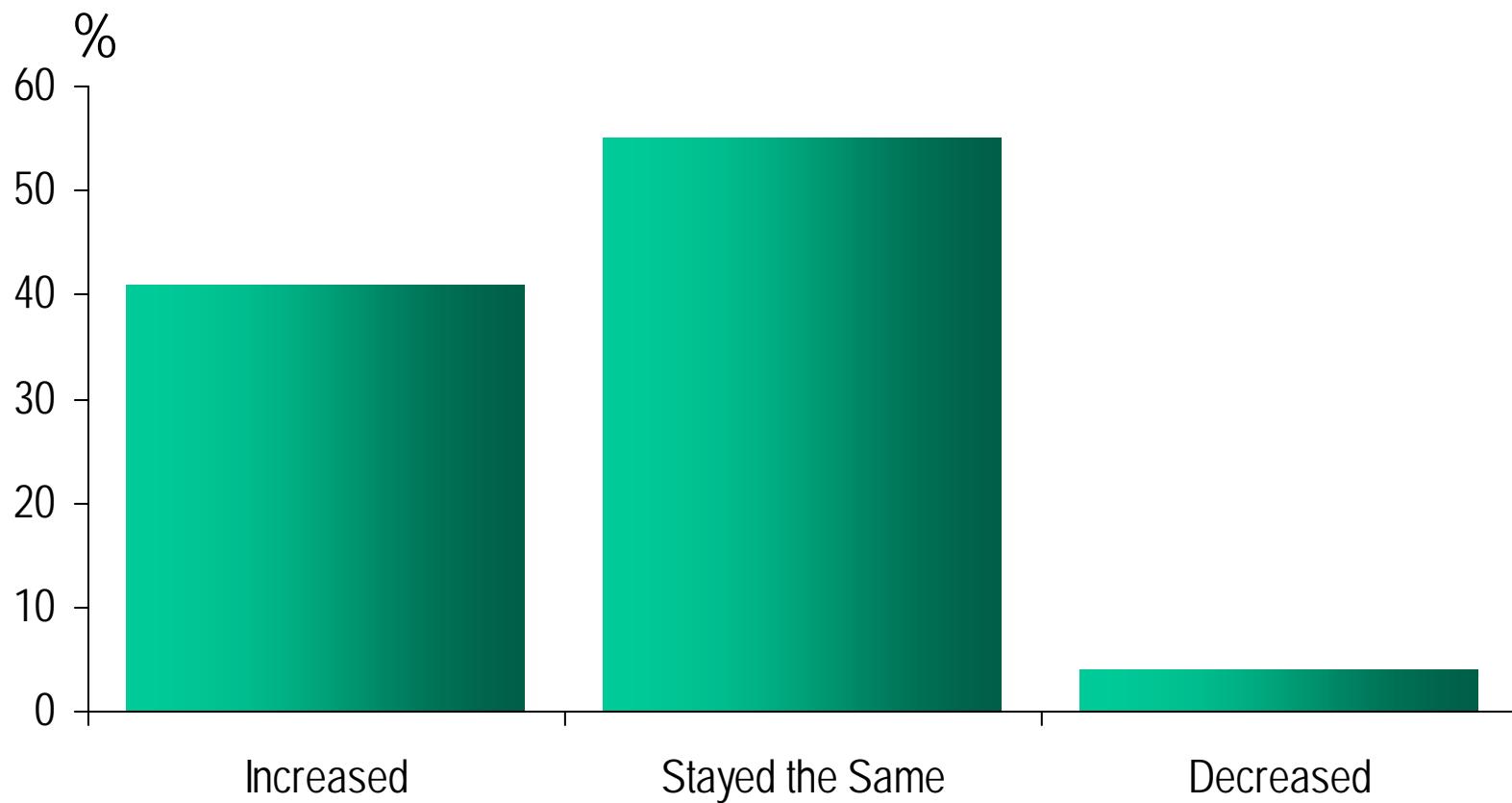
How do you use the Classified Travel advertising sections in newspapers?



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?



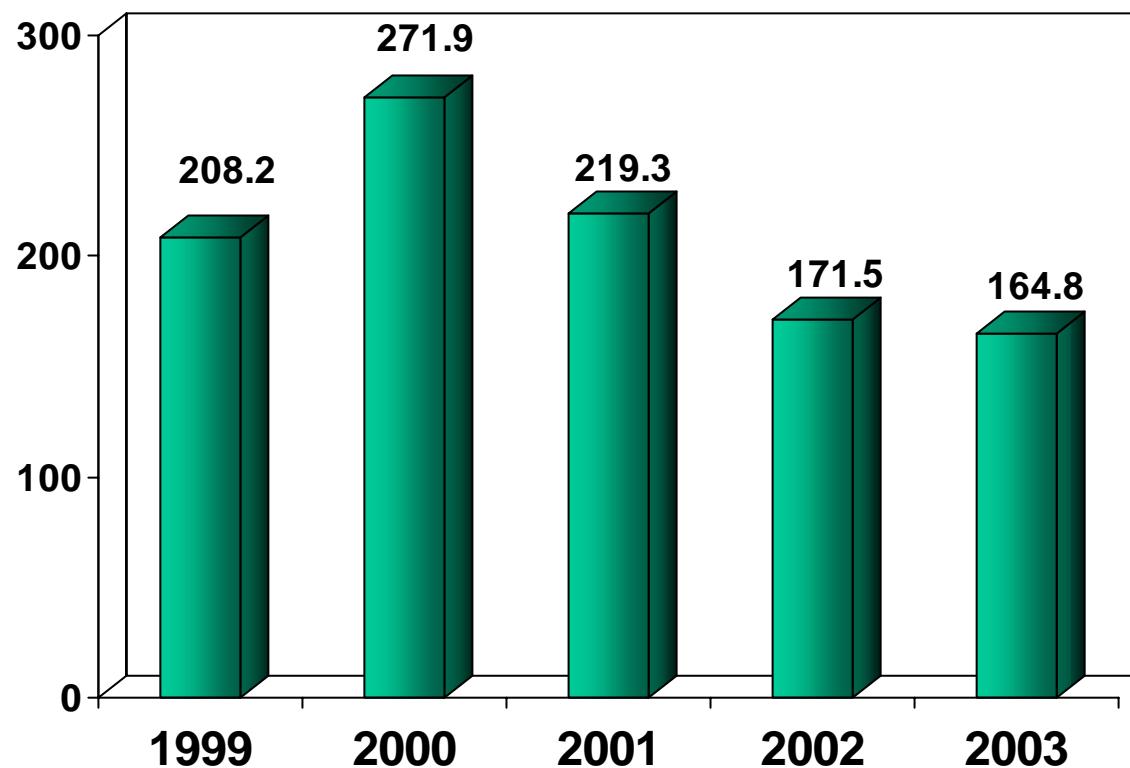
The Real Story

- 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

Recruitment

National Newspaper Recruitment Advertising Revenue 1999-2003 Constant Prices

£Millions



Source: WARC

Property

Education

Page 60

EDUCATION NOTEBOOK

Death of the evening class?

by Conor Ryan

KEPPING the mind active is a great way to remain healthy when you retire. And more and more people go to their local college to learn new skills in anything from photography to pottery in their bid to remain interested.

But colleges say these classes are being threatened by the recession as people try to boost workers' basic skills, which is forcing up the cost of evening classes and putting them under threat.

And the college has had to increase the average cost of pottery classes by 10 per cent.

And the college can no longer afford to subsidise the cost of evening classes as voluntary rates have increased more than twice.

"Under the old system, we just used to cover the cost of the materials," explains David Doherty, head of community education. "Now we have to pay nearly as much as everyone else."

A few years ago, evening classes were heavily subsidised and are now more expensive than ever. And the increases have further increased the cost of evening classes.

The reason for this steep rise is that colleges have been told by their funding agencies, the Learning and

Wheel of life: Learning creative skills such as pottery is good for your physical and mental health

Skills Council, to use Government funding to train 2,000 adults to reach GCSE standard, or equivalent, in basic skills.

Colleges are also getting more money than ever who are losing out. There is also a 10 per cent increase in the cost of Level Three – courses to train people in advanced skills and specialised in growing service areas such as engineering and IT.

Steep increases in fees will also be required there. Though industry has been told to pay more for apprentices, it would just get too

expensive. Sally Dicketts accepts that

adults to reach GCSE standard, or equivalent, in basic skills, but she believes too many people are getting grants.

"We really must get more people involved in learning," says Dicketts. "It is right that a significant part of the Government's strategy is to focus on those who need it most," says the lecturer. "But we are also committed to ensuring that people have the opportunities for personal learning and leisure."

Alan Johnson, the Secretary of State for Education, has also called for a review of adult continuing education funding.

"It is right that fees will be required to match standards,"

■ CONOR RYAN is a special

correspondent for the Evening Standard.

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Travel

Page 70

TravelMail

CITY BREAKS

Feasting in a gastro hub

BEFORE we wander too far, let's get back to the maze of cobbled streets. Let's do what any sensible tourist does and check the nine-course menu at one of their favourite restaurants. Au Crocodile.

It's a place with a quaffable glass of liver, apples and grapes in a glass of white wine, followed by scallops with a truffle risotto, followed by...you get the idea.

Then there's oysters.

Then there's chicken cordon bleu before the main course, a salmon en papillote, a scallop, basically tender young fillet, another...you get the idea.

Then there's...another.

Then there's...another. Closely French, even if we're in the same city, the same country, the same town, the same place, the same pub, a pint of guinness with chocolate sauce.

Just in case you still hunger, after all, there's the cheese, the foie gras and Parliament, wasn't it, vitter chipp? and lastly, the chocolate sauce.

A selection of sausages, hand-made sausages, hand-made sausages.

Absolutely delicious and a slap at £15 for a meal without wine.

Eating out: Relax over a meal among timber-framed medieval houses

Isn't Strasbourg full of MEPs troughing at our expense? No, says NIGEL HORNE – it's a gem of a city (but, yes, it does have some fabulous restaurants...)

FIND OUT MORE AT www.thestravel.co.uk

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£305 Dublin

£263 Washington

£363 San Francisco

£263 Los Angeles

£233 Paris

£225 Amsterdam

£395 Tokyo

£395 Hong Kong

£395 Seoul

Property

Business to Business

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

17	McDonald's	11.7	48	52	31	22	33
18	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	TGIFriday'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.

Promotions



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. I was able to wander unchallenged through private areas of

By Neil Sears

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

The exposure comes in the wake of the security shambles at Windsor Castle, where a costumed dresser dressed as Osama Bin Laden was Turn to Page 4, Col. 3

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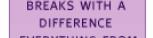
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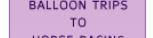
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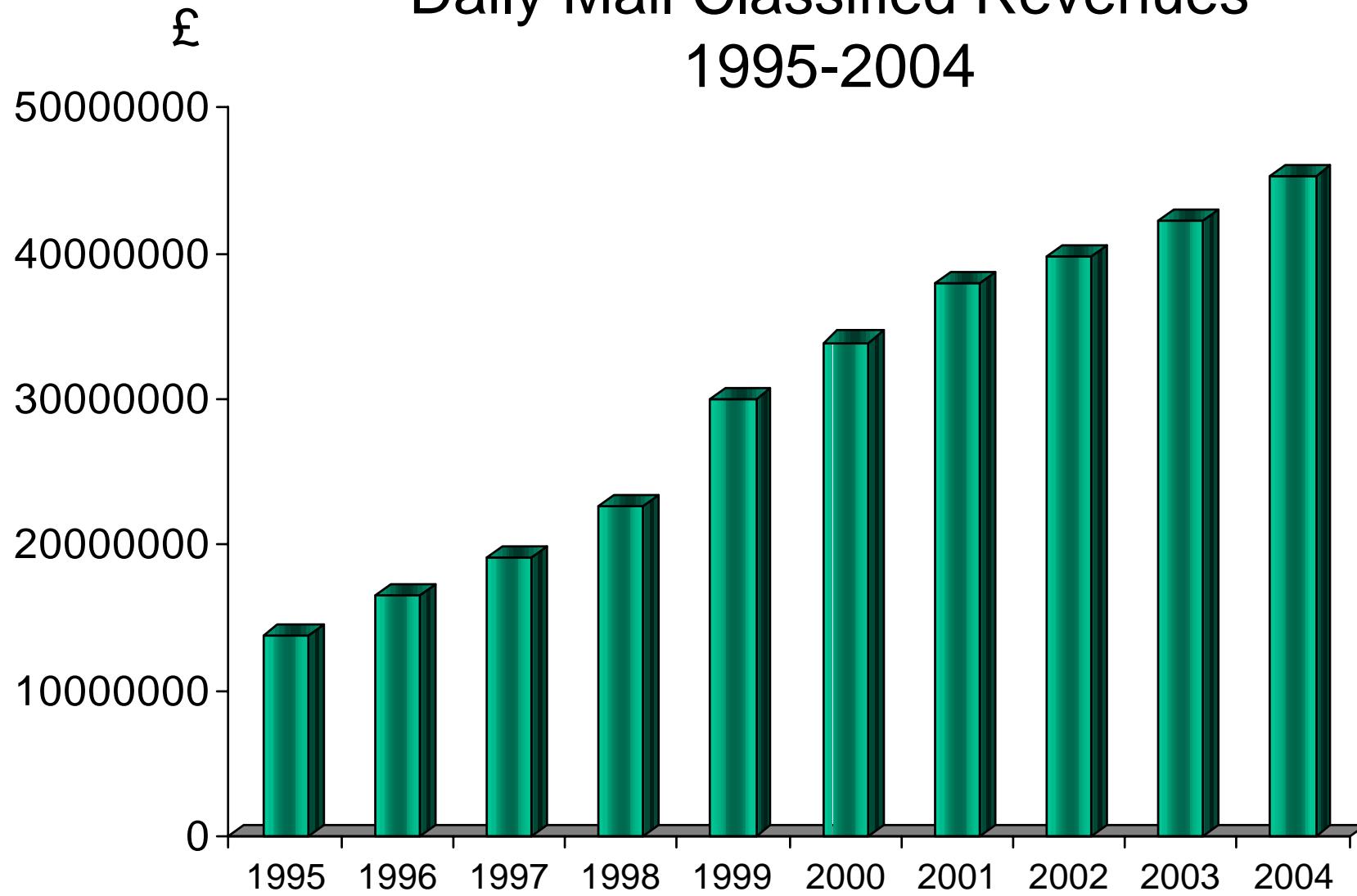


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