



# Newspaper overview - Figures correct as of January 2017

	The Guardian (£2.00)	The Times (£1.40)	The Daily Mirror (£0.70)
Owned by	Part of the Guardian Media Group (GMG) of newspapers, owned by The Scott Trust Limited, a charitable foundation.	News UK, owned by News Corp (Rupert Murdoch)	Owned by parent company <a href="#">Trinity Mirror</a>
Audience	<ul style="list-style-type: none"> <li>The Guardian targets a well-educated, relatively young, predominantly male and liberal audience.</li> <li>Newspaper of choice for teachers, healthcare workers and the local government.</li> <li>Fifty-two percent of Guardian readers are male, and the average reader age is 44.</li> <li>The demographic is 89% ABC1.</li> </ul>	<ul style="list-style-type: none"> <li>Predominantly male readership.</li> <li>Almost all readers are ABC1s.</li> <li>Heavily used by scholars and researchers because of its widespread availability in libraries and its detailed index.</li> <li>Widely respected for its extensive business coverage.</li> </ul>	<ul style="list-style-type: none"> <li>The Daily Mirror targets 'the workers' and labour supporters.</li> <li>Typical its readers are men, over the age of 35 and who enjoy football.</li> <li>Over 700,000 of its readers are ABC1s.</li> </ul>
Online	<i>The Guardian</i> and <i>The Observer</i> publish all their news online, with free access both to current news and an archive of three million stories.	Online presence since March 1999. From July 2010 onwards, readers who haven't subscribed to the print edition have to pay £2 per week to read <i>The Times</i> and <i>The Sunday Times</i> online.	Second most popular multi-platform news website, partly due to the popularity of its mobile platform.
Circulation	Circulation: 156,756 Readership is around 800,000.	Circulation: 451,261 Readership of about 1 million.	Circulation: 724,888
Political alignment	Centre-Left	Centre-Right	Labour