



# Online Property: Certificate of Activity

For the period: 1 December 2009 - 31 December 2009

Web

MailOnline

Property Name: MailOnline

# MailOnline

## Contents

1. Total Qualifying Worldwide Traffic
2. Network Domains/URLs
3. Daily Activity
4. Geo IP Analysis
5. Additional Notes
6. Glossary of Terms
7. Counting System
8. Audit Opinion by ABCe
9. About ABCe
10. Media Owner Statement

### Issued by:

ABCe  
Saxon House,  
211 High Street  
Berkhamsted  
Hertfordshire  
HP4 1AD  
United Kingdom

Tel: +44 (0) 1442 870800  
Fax +44 (0) 1442 200702

www.abc.org.uk  
info@abc.org.uk  
ABC Ref: 20552/16656233



### Media Owner:

**Associated Northcliffe Digital**  
2 Derry Street  
London  
W8 5TT

### Contact:

Jagrup Kaur  
Web Analytics Manager  
+44 (0) 207 752 8744  
+44 (0) 207 927 8726  
jagrup.kaur@and.co.uk





# Online Property: Certificate of Activity

For the period: 1 December 2009 - 31 December 2009

## Web

MailOnline

Property Name: MailOnline

### 1. Total Qualifying Worldwide Traffic:

Metric: MailOnline	Daily Averages	Total
Unique User/Browsers	1,899,272	32,843,958
Page Impressions	8,663,490	268,568,186
<b>Metric: This Is Money</b>		
Unique User/Browsers	51,993	1,061,649
Page Impressions	225,918	7,003,445

### 2. Network Domains/URLs:

#### MailOnline

www.dailymail.co.uk	http://investing.thisismoney.co.uk
www.thisismoney.co.uk	http://dating.dailymail.co.uk
www.mailonsunday.co.uk	

#### This Is Money

www.thisismoney.co.uk
http://investing.thisismoney.co.uk
http://boards.thisismoney.co.uk
www.moneysupermarket.com

Please see the Media Owner statement in section 10 for content description.

### 3. Daily Activity: MailOnline

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Dec-09	2,130,756	10,224,977	17-Dec-09	1,761,858	9,266,644
02-Dec-09	1,999,418	10,171,343	18-Dec-09	1,999,064	9,588,425
03-Dec-09	1,939,342	9,915,351	19-Dec-09	1,623,841	6,324,684
04-Dec-09	2,088,506	9,943,511	20-Dec-09	1,865,076	7,360,683
05-Dec-09	1,637,391	7,205,213	21-Dec-09	2,493,754	10,868,011
06-Dec-09	1,834,791	7,667,758	22-Dec-09	1,967,680	9,888,589
07-Dec-09	2,094,467	9,983,532	23-Dec-09	1,821,305	8,524,874
08-Dec-09	2,133,254	10,133,483	24-Dec-09	1,437,615	6,369,997
09-Dec-09	2,271,440	10,044,680	25-Dec-09	941,112	3,534,385
10-Dec-09	2,949,641	10,955,953	26-Dec-09	1,218,400	5,205,405
11-Dec-09	2,113,622	9,165,453	27-Dec-09	1,498,952	6,589,215
12-Dec-09	1,431,385	6,328,174	28-Dec-09	1,823,145	8,325,003
13-Dec-09	2,059,213	7,818,432	29-Dec-09	1,871,017	9,383,439
14-Dec-09	2,301,839	10,705,252	30-Dec-09	1,868,933	9,334,188
15-Dec-09	2,192,177	10,336,954	31-Dec-09	1,529,968	7,623,643
16-Dec-09	1,978,460	9,780,935			





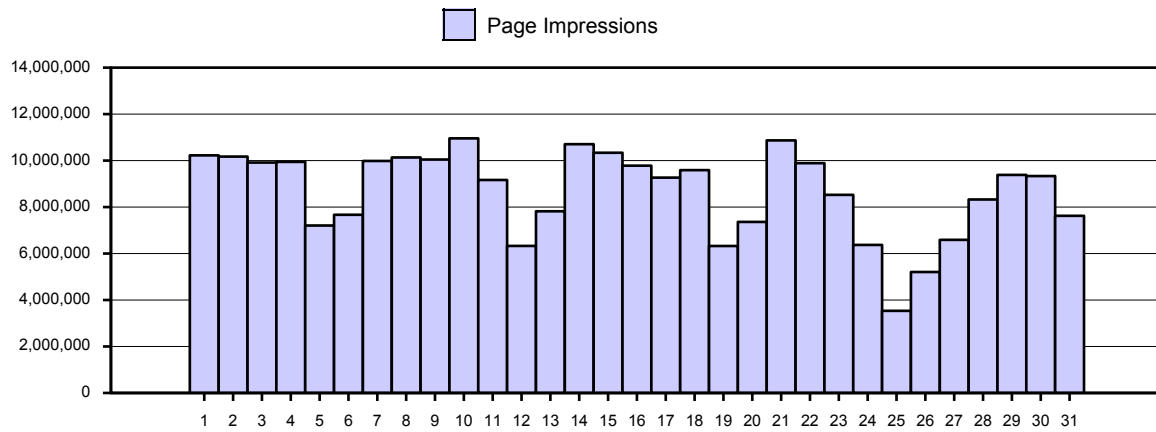
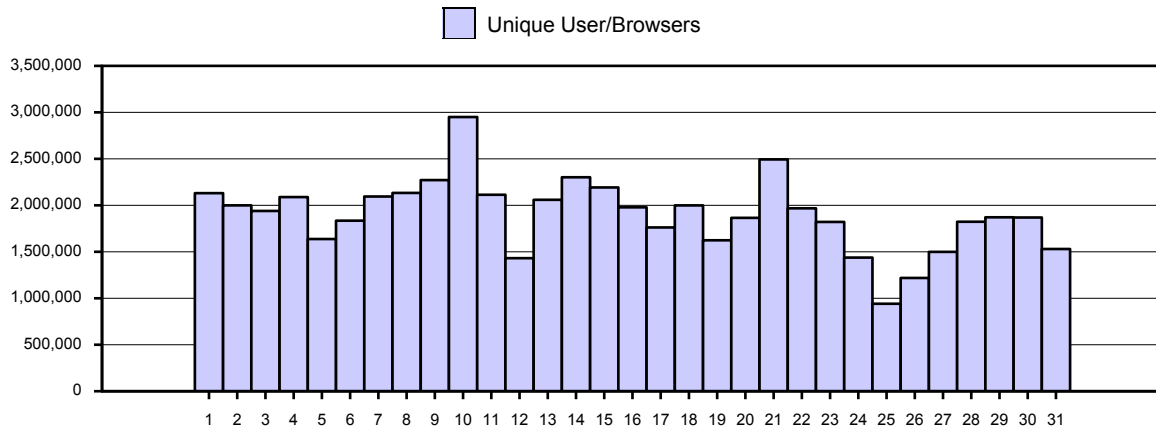
# Online Property: Certificate of Activity

For the period: 1 December 2009 - 31 December 2009

Web

MailOnline

Property Name: MailOnline





# Online Property: Certificate of Activity

For the period: 1 December 2009 - 31 December 2009

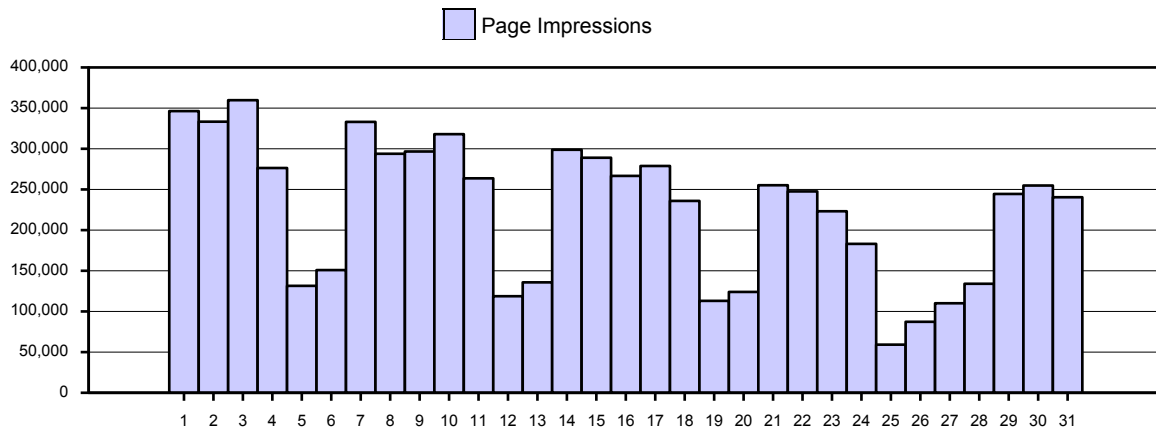
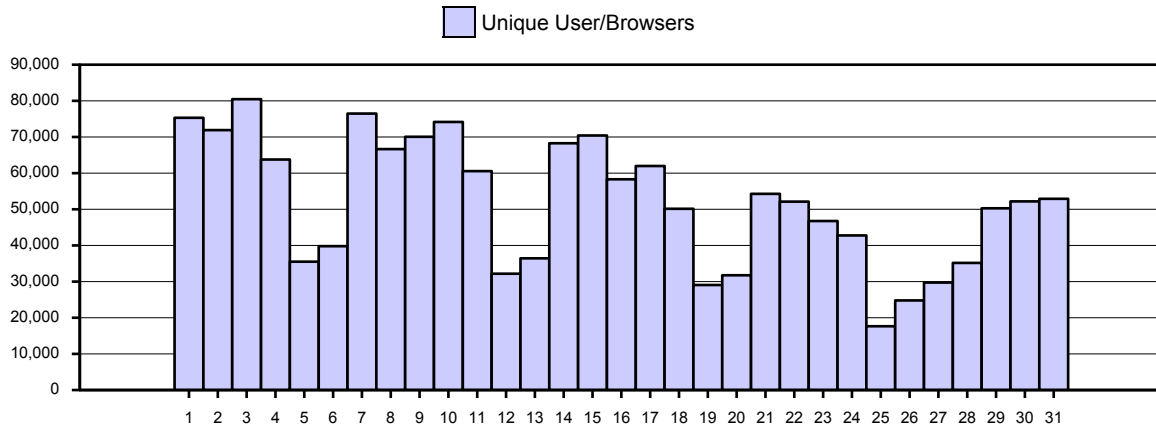
Web

MailOnline

Property Name: MailOnline

## 3a. Daily Activity Breakout: This Is Money

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Dec-09	75,316	346,343	17-Dec-09	61,975	278,840
02-Dec-09	71,903	333,301	18-Dec-09	50,145	235,904
03-Dec-09	80,459	359,727	19-Dec-09	29,062	113,034
04-Dec-09	63,765	276,374	20-Dec-09	31,751	123,997
05-Dec-09	35,509	131,498	21-Dec-09	54,272	255,175
06-Dec-09	39,793	150,869	22-Dec-09	52,121	247,571
07-Dec-09	76,475	333,044	23-Dec-09	46,754	223,172
08-Dec-09	66,652	293,871	24-Dec-09	42,765	183,103
09-Dec-09	70,061	296,674	25-Dec-09	17,647	59,200
10-Dec-09	74,165	317,985	26-Dec-09	24,791	87,300
11-Dec-09	60,559	263,668	27-Dec-09	29,732	110,067
12-Dec-09	32,178	118,744	28-Dec-09	35,167	134,030
13-Dec-09	36,435	135,794	29-Dec-09	50,273	244,463
14-Dec-09	68,270	298,779	30-Dec-09	52,184	254,836
15-Dec-09	70,417	288,979	31-Dec-09	52,901	240,432
16-Dec-09	58,301	266,671			



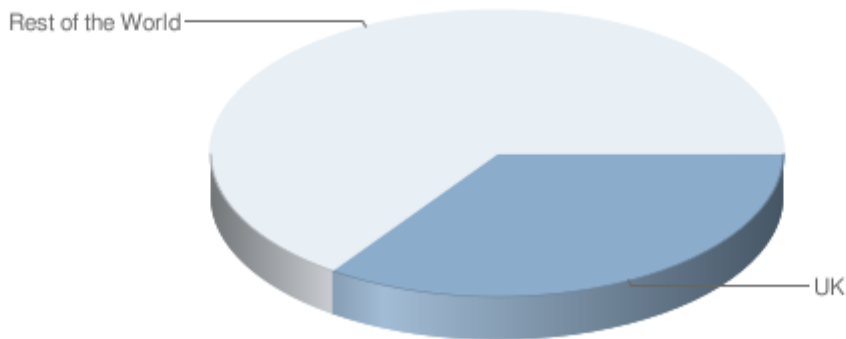
Web

MailOnline

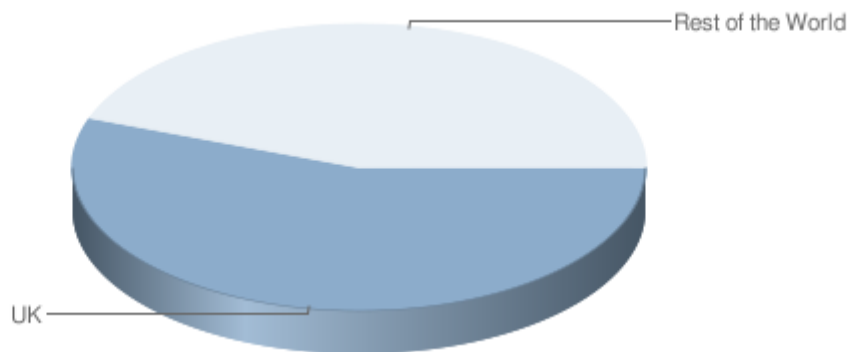
Property Name: MailOnline

## 4. Geo IP Analysis:

Unique User/Browsers by Country/Region



Page Impressions by Country/Region



Country/Region	Unique User/Browsers	Percent	Page Impressions	Percent
UK	11,423,381	34.78%	149,333,108	55.60%
Rest of the World	21,420,577	65.22%	119,235,078	44.40%

Note:  
The figures have been checked to a margin error of +/- 2.5%  
"Rest of the World" is defined as all country codes except the specified countries, and "Unknown".



# Online Property: Certificate of Activity

For the period: 1 December 2009 - 31 December 2009

Web

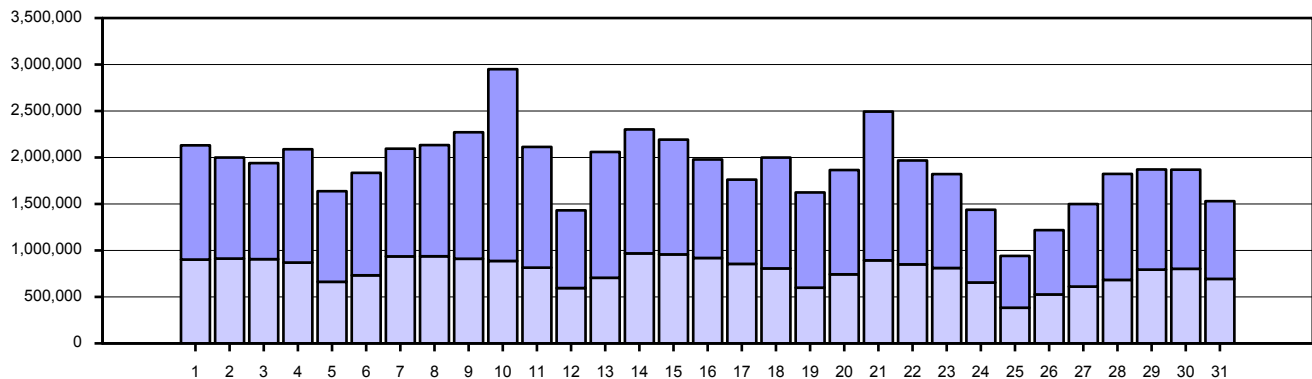
MailOnline

Property Name: MailOnline

## 4. Geo IP Analysis: Daily Activity Breakout

Daily Averages	UU/B's United Kingdom	%	UU/B's Rest of the World	%	Total
	784,639	41.3	1,114,633	58.7	1,899,272
Date	UU/B's United Kingdom	%	UU/B's Rest of the World	%	Total
01-Dec-09	901,675	42.3	1,229,081	57.7	2,130,756
02-Dec-09	912,392	45.6	1,087,026	54.4	1,999,418
03-Dec-09	906,378	46.7	1,032,964	53.3	1,939,342
04-Dec-09	869,486	41.6	1,219,020	58.4	2,088,506
05-Dec-09	662,537	40.5	974,854	59.5	1,637,391
06-Dec-09	732,442	39.9	1,102,349	60.1	1,834,791
07-Dec-09	935,872	44.7	1,158,595	55.3	2,094,467
08-Dec-09	937,311	43.9	1,195,943	56.1	2,133,254
09-Dec-09	910,331	40.1	1,361,109	59.9	2,271,440
10-Dec-09	886,836	30.1	2,062,805	69.9	2,949,641
11-Dec-09	814,760	38.5	1,298,862	61.5	2,113,622
12-Dec-09	595,328	41.6	836,057	58.4	1,431,385
13-Dec-09	705,768	34.3	1,353,445	65.7	2,059,213
14-Dec-09	968,301	42.1	1,333,538	57.9	2,301,839
15-Dec-09	957,519	43.7	1,234,658	56.3	2,192,177
16-Dec-09	918,965	46.4	1,059,495	53.6	1,978,460
17-Dec-09	855,285	48.5	906,573	51.5	1,761,858
18-Dec-09	806,413	40.3	1,192,651	59.7	1,999,064
19-Dec-09	599,214	36.9	1,024,627	63.1	1,623,841
20-Dec-09	743,032	39.8	1,122,044	60.2	1,865,076
21-Dec-09	893,487	35.8	1,600,267	64.2	2,493,754
22-Dec-09	850,036	43.2	1,117,644	56.8	1,967,680
23-Dec-09	811,115	44.5	1,010,190	55.5	1,821,305
24-Dec-09	655,032	45.6	782,583	54.4	1,437,615
25-Dec-09	383,584	40.8	557,528	59.2	941,112
26-Dec-09	526,601	43.2	691,799	56.8	1,218,400
27-Dec-09	611,045	40.8	887,907	59.2	1,498,952
28-Dec-09	683,064	37.5	1,140,081	62.5	1,823,145
29-Dec-09	793,481	42.4	1,077,536	57.6	1,871,017
30-Dec-09	802,587	42.9	1,066,346	57.1	1,868,933
31-Dec-09	693,930	45.4	836,038	54.6	1,529,968

UU/B's United Kingdom
  UU/B's Rest of the World





# Online Property: Certificate of Activity

For the period: 1 December 2009 - 31 December 2009

Web

MailOnline

Property Name: MailOnline

## 5. Additional Notes:

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

## 6. Glossary of Terms:

### UNIQUE USER/BROWSER

**A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie.**

This metric does NOT measure a person. Instead, it is a measure of a device through which a person interacts with a web property or network, in common with all measurement software.

Where a Unique User/Browser is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual users (people) concerned due to dynamic IP address allocation (for example by Internet Service Providers) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

### MONTHLY UNIQUE USER/BROWSERS

**The de-duplicated net number of Unique User/Browsers for the month.**

Unless otherwise stated, the Unique User/Browser data refers to worldwide Unique User/Browsers.

### PAGE IMPRESSION

**A file, or combination of files, sent to a valid user as a result of that user's request being received by the server.**

In effect, one request by a valid user should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus or fully visible in the user's browser.

In most cases, a single request from a user causes the server to send several files to satisfy the request. For example, the server may send a HTML file followed by several associated graphics, images and audio files. A single request from a user may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional, non-requested files are filtered out and excluded when counting the claimed number of Page Impressions. Generally, directly attributable user-initiated requests for content (mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

Please note that files that contain specific types of advertising creative, such as banners or skyscrapers, and files that represent Streams are not valid for the counting of Page Impressions but should be used separately to identify Ad Impressions or Streams. All content within a Page Impression may not necessarily be visible in the user's browser window.

### UNIQUE USER/BROWSERS BY COUNTRY

**The percentages by country of all valid Unique User/Browsers identified during the Certification Period.**

Note: This requires calculation of an IP address recorded in all Page Impressions made by each valid Unique User/Browser. These results were correct at the time of testing. Due to the constant changes in IP address ranges and registration, repeating the tests at a different time may not give exactly the same result.

These results may appear in a tabular or pie-chart format – e.g. 15.24% UK, 6.36% US, x% unresolved.

### PAGE IMPRESSIONS BY COUNTRY

**The percentages by country of all Page Impressions produced by all resolved IP addresses during the Certification Period.**

Note: These results were correct at the time of testing. Due to the constant changes in IP address ranges and registration, repeating the tests at a different time may not give exactly the same result.

These results may appear in a tabular or pie-chart format – e.g. 15.24% UK, 6.36% US, x% unresolved.

### SYNDICATED CONTENT

**Content served by a third party into the certified site's Page Impressions, or content served by the certified site into a third party's Page Impressions. Syndicated content may or may not be included in certified traffic.**

### INVALID TRAFFIC

**Traffic generated by site development activity, whether by the site or by third parties, and by automated search engines, indexers, robots, spiders etc.**

Note that the global ABCe/IAB list of robots and spiders is available from the ABCe website.

## 7. Counting System:

This site used Intellitacker, Intellitacker Enterprise (www.intellitacker.com) to count the data supporting this certificate.





# Online Property: Certificate of Activity

For the period: 1 December 2009 - 31 December 2009

Web

MailOnline

Property Name: MailOnline

## 8. Audit Opinion by ABCe

We have examined the activity records and other data required to certify compliance with the industry-agreed JICWEBS standards for the period covered by this Certificate of Activity. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in this certificate is fairly stated and the other data contained therein are fairly stated in all respects material to the activity.

While ABCe has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for fraud or negligence.

This product is registered with ABC by Associated Northcliffe Digital.

## 9. About ABCe

ABCe is the industry owned organisation which provides independently verified traffic and related data across a broad range of new media platforms.

The role of ABCe is to manage standards for the industry through its work with JICWEBS\*, and to provide credibility, comparability and transparency for electronic media. This gives advertisers the opportunity to maximise returns on marketing budgets by using ABCe certified media and ensures that stakeholders (marketers, investors, media owners, media buyers, advertisers) can invest in electronic media with confidence and trust.

\*JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring electronic media. Its members represent media owners, media buyers, advertisers from the following industry bodies.



ABCe supports the work of JICWEBS by delivering audit and certification services for electronic media usage to these industry agreed standards.

For more information please visit [www.abce.org.uk](http://www.abce.org.uk) and [www.jicwebs.org](http://www.jicwebs.org).

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 259647) and limited by guarantee. The company is industry owned and non-profit distributing.

## 10. Media Owner Statement

Mail online is the digital home for 'Modern MidBritain'. As well as being the online destination for loyal readers of two of the UK's most influential and widely read newspapers, the Daily Mail and the Mail on Sunday, it's also an entry point for an increasing number of new, younger consumers to the Mail brand. The site is edited by a dedicated team of journalists 24 hours a day and is packed with breaking sport, health, showbiz, national and international news. Visitors can also look for a job or a new house, take advantage of online promotions and crossword puzzles, post comments on a wide array of message boards or enjoy the forthright and sometimes controversial views of the Mail's renowned columnists, for example Peter Hitchens or Richard Littlejohn.

