

Daily Mail Historical Archive 1896-2004

Publishing **Late Spring 2013**

Approximately **1.2 million pages**

Gale delivers to the desktops of researchers and students the historical archive of the **Daily Mail** in a fully searchable and browse-able digital format. More than 100 years of this major UK national newspaper can be viewed in full digital facsimile form, with copious advertisements, news stories and images that capture 20th century culture and society.

HISTORY OF THE *DAILY MAIL*

Described by the *New Yorker* as “the newspaper that rules Britain”, the *Daily Mail* has been at the heart of British journalism since 1896, regularly changing the course of government policy and setting the national debate. It currently boasts a circulation of over 2 million, and its website is the most visited news site in the world.

Its founder, Lord Northcliffe, identified a gap in the market for a paper that delivered readers “the three things that are always news: health, sex and money.” The *Daily Mail* set itself apart from other newspapers by offering short and engaging news stories, written with human interest in mind.

The *Daily Mail* was an overnight success, firmly establishing itself as the paper for ‘middle Britain’. Never a stranger to controversy, over the course of the 20th century the *Daily Mail* has campaigned against Lord Kitchener for failing to supply British troops properly in the First World War, highlighted the ‘brainwashing’ of young people by the Moonies, and even airlifted child refugees from Vietnam.

At the same time, it has focussed on the everyday interests of the middle classes, being the first newspaper to introduce a women’s magazine in 1968, pioneering the reporting of personal finance with its ‘Money Mail’ section, and also founding and sponsoring the annual Ideal Home Exhibition.



THE ATLANTIC EDITION

As well as the regular edition of the newspaper, the **Daily Mail Historical Archive** also includes the *Daily Mail Atlantic Edition*, which was published on board the cruise ships that sailed between New York and Southampton between 1923 and 1931. Copies were printed and sold to passengers on every day of the 5-day voyages, with news transmitted from London and New York to the middle of the Atlantic by wireless. These editions published different content to the regular London version of the paper, and contained articles specifically commissioned for the journey, with a heavy emphasis on American content, news stories and material about what travellers could expect when they reached New York or London. Issues of the *Daily Mail Atlantic Edition* are extremely rare – they are not known to be held in any libraries. They provide a unique slice of social history and give a fascinating insight into the lives of the wealthy on the eve of the Great Depression.

The *Daily Mail* is part of Gale NewsVault's growing 'middle class/middle market' collection of newspapers and periodicals which reflect 20th century popular culture and tastes. They provide an important alternative perspective to 'the newspaper of record', *The Times*. It serves as the perfect complement to *The Times Digital Archive* for students and researchers who require multiple viewpoints to understand the past.

FOR RESEARCH, TEACHING AND LEARNING

AN IMPORTANT FIRST WORLD WAR SOURCE

The *Daily Mail* played a pivotal role in the politics of the period, directly contributing to the change of British government in 1916. The articles and editorials in the *Daily Mail* of this period capture the sequence of events that led to Prime Minister Asquith's resignation and replacement by David Lloyd George.

WOMEN AND GENDER

Women have always formed the majority of the *Daily Mail's* readership. The paper had a women's column from its earliest issues and hired the world's first female war correspondent to cover the Boer War. The *Daily Mail* also distinguished itself from other newspapers by introducing the first women's magazine in a newspaper in 1968.

HOME AND LIFESTYLES

The *Daily Mail* founded the annual Ideal Home Exhibition in 1908, and continued to sponsor the event until 2009. This is an annual event where designers aim to shape the way the British public lives, from home decorating to furniture to fashion. There is extensive coverage of each event in the paper.

"POPULAR" POLITICS

The *Daily Mail* has typically attracted a conservative readership, providing insight into the political issues that preoccupy the grassroots of the Conservative Party in Britain, including immigration, health, and care for the elderly. Historically, the paper also illustrates how some parts of the British population were inclined towards fascism in the 1930s.

CRIME

Crime stories sell popular newspapers, and as such, the *Daily Mail* has a large number of sensational articles that would not have been reported in the broadsheets. It also has been involved in directing the reporting of higher-profile cases, such as the racist murder of Stephen Lawrence in 1992, and the trials of his alleged killers.

ADVERTISING

Advertising is a key way in which students can be introduced to the research value of newspaper archives. Analysing the advertising of a given period and showing its development across time can tell us much about contemporary society. As a popular newspaper, the *Daily Mail* has a different audience to broadsheets, such as *The Times*, and therefore opens up whole new avenues of study.

REQUEST MORE INFORMATION

For more information, or to request a **free trial** or a **no-obligation quote**, please contact us:

Email: emea.galereply@cengage.com

Website: gale.cengage.co.uk/daily-mail-historical-archive.aspx



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Search. Explore. Discover.

The *Daily Mail Historical Archive* is part of the Gale *NewsVault* programme. Gale *NewsVault* delivers the definitive cross-searching experience for exploring Gale's range of historical newspaper collections. Users can simultaneously search or browse across some of the best-known and well-respected newspaper collections available internationally to date, including *The Times Digital Archive*, *Picture Post* and *The Listener*. Providing access to over 10 million digitised facsimile pages, and more than 400 years of content, Gale *NewsVault* provides an unparalleled window to the past.

Gale *NewsVault* is available to all Gale historical newspaper collection customers now, free of charge, enabling users to cross-search all of the Gale historical newspaper collections that an institution holds.

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