



# Английская газета «Sunday Express»

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The "Daily Express" switched from broadsheet to tabloid in 1977 and was bought by the construction company [Trafalgar House](#) in the same year. Its publishing company, Beaverbrook Newspapers, was renamed Express Newspapers. In 1982 Trafalgar House spun off its publishing interests into a new company, Fleet Holdings, but this succumbed to a hostile takeover by United Newspapers in 1985. Under United's ownership, the Express titles moved from Fleet Street to Blackfriars Road in 1989. As part of a marketing campaign designed to increase circulation, the paper was renamed "The Express" in 1996 (with the "Sunday Express" becoming "The Express on Sunday").

## The "Daily Express" and the «Daily Mail».

The "Daily Express" has for many years been a rival of the "Daily Mail", and each frequently attacks the other's journalistic integrity. In the late 1990s, as Tony Blair's New Labour government was at its most popular, the "Express" attempted to reinvent itself somewhat: it developed a less stridently right wing political stance than the "Mail" and, under editor Rosie Boycott, presented an agenda to the left of the "Mail's", referring to itself as "the voice of New Britain".





Circulation figures to July 2007 show gross sales of 794,252 for the "Daily Express", compared with 2,400,143 for the "Daily Mail", twenty five years ago the "Daily Express" was selling over 2 million copies a day, and the "Mail" was selling 1.87 million copies a day.