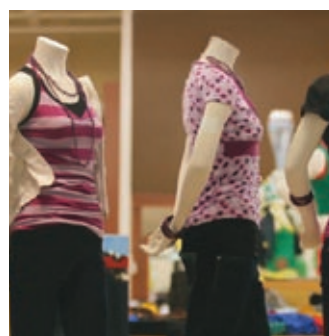
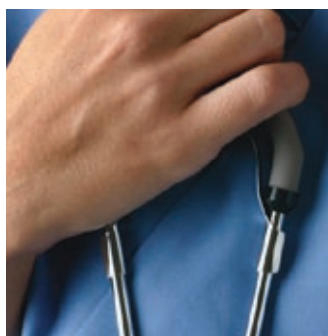
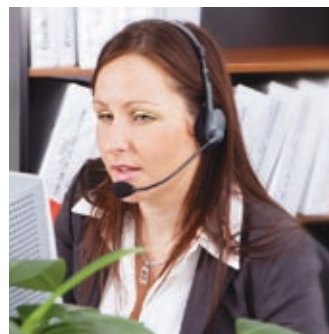


CAREER MAIL MEDIA GUIDE 2010

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RECRUITMENT ADVERTISING: IT'S IN THE MAIL

Career Mail gives you access to the **largest employed audience** in the UK, with your vacancy published in the Thursday Daily Mail and posted online at Jobsite.co.uk. We are the **market leaders** for sales, print and travel recruitment. Career Mail has **more readers planning to change jobs in the next 12 months** than any other paper-and-online package. Make sure your recruitment ad is accessed by **more job seekers than any other print and online media mix**.

OUR READERS

The Daily Mail's readers work in **all industries** across both the **private and public sector**. We have **more readers working in sales, retail, management, engineering and print** than The Daily Telegraph, the Daily Express, The Guardian, The Times, the London Evening Standard and Metro London. Recruit in the Daily Mail and you will reach a large number of high-calibre candidates. You might struggle deciding who to hire, but there's no reason to struggle when deciding where to advertise your vacancy.

WEB INTEGRATION

Whenever you place a recruitment ad in Career Mail, the ad also appears for **free on Jobsite.co.uk** for seven days. Jobsite is one of the UK's leading online recruitment sites – our joint offering gives you unrivalled access to **3.2 million UK job seekers**.

EDITORIAL PLATFORM

Career Mail appears in the Daily Mail on **Thursdays**. Readers are actively directed to the section by teasers throughout the paper. We publish **special editorially supported features** throughout the year, so you can maximise your exposure to a targeted audience.

REGIONAL TARGETING

Advertising in Career Mail enables you to book one national campaign but **target different regions**. The Mail publishes **eight different regional editions** – London; the South East; the South West; the Midlands and East of England; Yorkshire and the North West; the North East; Scotland; and Northern Ireland.

SCOTTISH DAILY MAIL

We can also offer you the opportunity to recruit via the Scottish Daily Mail. Please call for details.

HOW TO ADVERTISE

Call **020 7938 6651** (London) or **0161 836 5003** (Manchester), or email our recruitment team at **classified.marketing@mailnewspapers.co.uk**

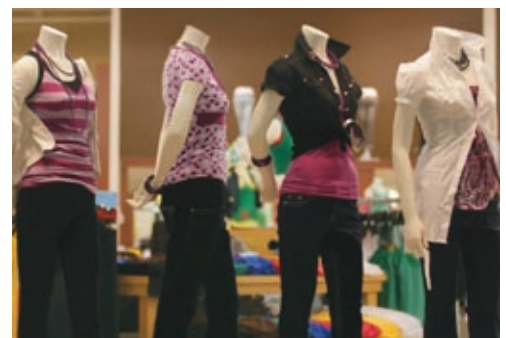
mailclassified.co.uk

classified.marketing@mailnewspapers.co.uk

020 7938 6651

0161 836 5003

Mail
Classified



ABOUT THE DAILY MAIL

The Daily Mail is Britain's biggest-selling quality read. Advertise in the Mail and your ad will be seen by 5.1 million readers.

Talk to the people working in Britain.
Talk to the readers of the Daily Mail.

Source: NRS January – June 2009;
TGI January – December 2008; MyLife panel