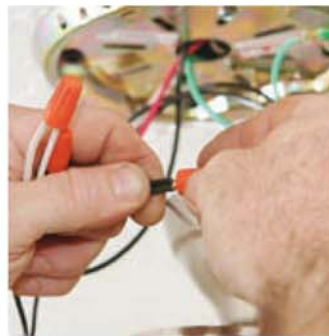


# EDUCATION & COURSES MEDIA GUIDE 2010

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## EDUCATION & COURSES: IT'S IN THE MAIL

Education & Courses is published **every Tuesday** in the Daily Mail, which is read by more than **5 million adults**. We are read by more people than The Guardian, The Independent and the Evening Standard combined.

### OUR READERS

The Daily Mail has **1 million readers with children** still living at home – a figure unrivalled by any other quality or mid-market newspaper. We also offer you the UK's most interested audience:

**2.8 million readers actively search out the education pages** in their paper. In London, more adults read our Education & Courses pages than the equivalents of The Times and The Guardian.

### EDITORIAL PLATFORM

Regular editorially supported features provide our readers with the **latest news and developments** to help them learn and develop to their full potential. Learning and development advice is specifically popular during recessions as people try to improve their skills. Our editorial covers all areas of personal development, from distance learning to independent schools and Easter revision.

### REGIONAL TARGETING

Advertising in Education & Courses enables you to book one national campaign but **target different regions by copy splitting**. 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.

### TESTIMONIALS

**Helen Withers of the Academy of Professional Investigators** said, *"We are very satisfied with the response we have to our Mail advertising; it has been the main national newspaper in which we have advertised for several years, and will continue to do so."*

For more comments from satisfied advertisers, please visit [mailclassified.co.uk](http://mailclassified.co.uk)

### SCOTTISH DAILY MAIL

We can also offer you the opportunity to promote your services in the Scottish Daily Mail. Please call for details.

### HOW TO ADVERTISE

Call **0161 836 5014** or email our Education & Courses team at [classified.marketing@mailnewspapers.co.uk](mailto:classified.marketing@mailnewspapers.co.uk)

[mailclassified.co.uk](http://mailclassified.co.uk)

[classified.marketing@mailnewspapers.co.uk](mailto:classified.marketing@mailnewspapers.co.uk)

**0161 836 5014**

**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 up to 5.1 million readers.

**Talk to the keenest audience in Britain.  
Talk to the readers of the Daily Mail.**