

A savvy, unmissable audience worth investing in... The Mail Classified reader.

Our readers, your audience...

We've just collated the results from our latest MyLife reader panel. The MyLife panel consists of 5,000 Mail readers who respond to a monthly questionnaire on a subject of our choice. Here's what we've found out...

- Mail readers have become even more finance savvy during the recession - paying down debts and keeping on top of their finances.
- Trust and other key factors impact on Mail reader behaviours, which drives interest in their own finances.
- Mail brands are seen as the trusted, independent advisor - enabling readers to take control.
- Compared with the past year, 1 in 3 Mail readers are now more likely to be paying their credit cards off early.
- 60% are now less likely to take out loans compared to last year.
- Mail readers are feeling more in control of finances than a year ago.

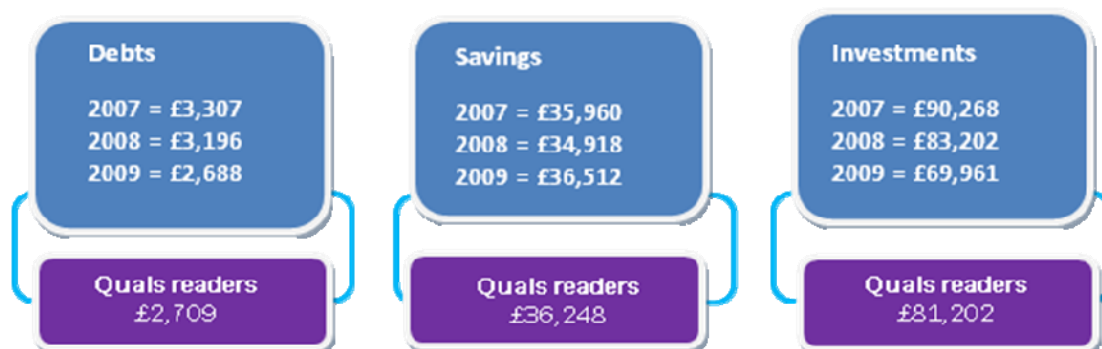


The recession has caused a shift in reader perceptions:

"A few years ago we were led to believe that there was this financial world and it was all full of experts and - well - they're not really experts anymore are they?" - Female reader 40-50.

The recession has affected everybody in one way or another, but Mail Classified readers still remain established, secure and highly affluent...

Since 2007 our readers have decreased their debts, increased their savings and reduced their investments:



Getting your message across

- Fully engage readers with simple messages that clearly convey product benefits and brand trust. Mail Classified offer the perfect platform for this, with clearly headed sections readers know where to look to find what they want.
- Grow your market share by informing and inspiring both existing and potential customers with targeted messages that harness brand trust.

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