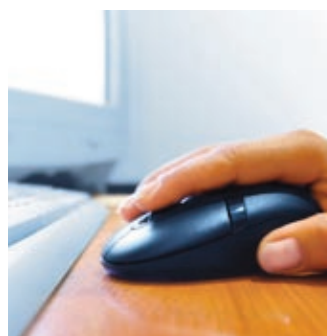
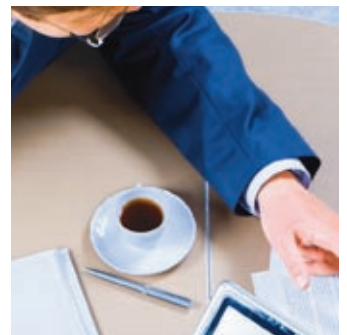


FRANCHISING & BUSINESS OPPORTUNITIES MEDIA GUIDE 2010

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FRANCHISING & BUSINESS OPPORTUNITIES: IT'S IN THE MAIL

The Franchising & Business Opportunities section appears in Mail Classified **every Monday**. It is supported by **expertly written editorial** and offers a great opportunity to promote your franchise to potential investors. With **3.2 million readers in the ABC1 demographic**, we are able to offer you an affluent audience with money to invest.

OUR READERS

Our readers are in a comfortable financial position with an average of **£119,000 in savings and investments** – that's 83% more than the average UK adult and 19% more than the readers of the rest of the quality or mid-market press.

READER INSIGHT

Thanks to our 5,000-strong reader panel, we can offer you unrivalled insight into our readers. More Daily Mail readers are **self-employed or would like to start up their own business** than the readers of any other quality or mid-market newspaper, making them a particularly receptive audience for franchising and business opportunities. More than **144,000 readers have bought a financial product or service in the last year** as a result of seeing an ad in their newspaper. This figure is higher than for any other daily newspaper, demonstrating the trust our readers have in the Daily Mail brand.

EDITORIAL PLATFORM

Franchising & Business Opportunities is **supported by bespoke editorial**, focussing on **different areas of the industry every week**. Recent topics have included Multiple Franchising; Franchise with your family; Raising the money; Travel Franchises; and Women in Franchising. The Daily Mail provides the perfect platform for franchise advertisers, whilst the editorial offers the inspiration.

TESTIMONIALS

The Daily Mail Classified's Franchising & Business Opportunities pages continuously attract some of the **biggest names on the high street**. Recent advertisers have included McDonald's, Burger King, HSBC, NatWest, Shell, Cash Converters and Bang & Olufsen. For comments from satisfied advertisers, please visit mailclassified.co.uk

SCOTTISH DAILY MAIL

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

HOW TO ADVERTISE

Call **0161 836 5000** or email our Franchising & Business Opportunities team at classified.marketing@mailnewspapers.co.uk

mailclassified.co.uk

classified.marketing@mailnewspapers.co.uk

0161 836 5000

**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 more than 5 million readers. As the head of one of the UK's largest advertising agencies said: "The Mail reaches the whole of middle Britain. Put anything you like in the Mail and it will sell." **Talk to the people spending money in Britain. Talk to the readers of the Daily Mail.**

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