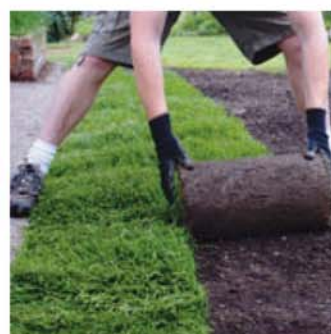


GARDENING MEDIA GUIDE 2010

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GARDENING: IT'S IN THE MAIL

Gardening Classified runs every week in The Mail on Sunday. It is positioned within **The Mail on Sunday 2**, which is the paper's hugely successful lifestyle section. Our gardening advertising volume has **increased by 128% year on year**, giving us a 17% share of the Sunday market. This is no fluke: advertisers know The Mail on Sunday produces **excellent response rates**, causing them to increase the number of ads they place with us.

OUR READERS

3.4 million readers of The Mail on Sunday take pleasure in gardening – a figure unrivalled by any other Sunday newspaper. What's more, Mail on Sunday readers are responsive to advertising for gardening products and buy goods from their newspaper. No less than **575,000 readers purchased gardening products** seen in The Mail on Sunday during the last year, equating to **20 per cent of all garden products purchased via the national press**.

EDITORIAL PLATFORM

Gardening Classified within The Mail on Sunday accompanies a **winning blend of expert editorial written by famed gardener Martyn Cox**. He looks at new and innovative ways to improve and add character to your garden regardless of its size.

READER INSIGHT

Thanks to our 5,000-strong reader panel, we can offer you unrivalled insight into our readers. We know that **4.3 million readers are the main gardeners in their households** and **spent more than £44 million on garden furniture** in the last 12 months.

TESTIMONIALS

The Mail on Sunday can help your business bloom! **Peter Greenhalgh, Business Development Executive of Artavia Advertising** said, *"Melissa Routledge is a delightful contact. She takes great pride in her sections. No request is ever too much for Melissa, she will always do everything she possibly can to accommodate a client whatever the situation. The pro-active nature of Melissa's work is refreshing; she constantly provides various opportunities and options for our clients. In Melissa's absence Karen Cox is equally as helpful and pleasant. What is more, the classified sections of the Daily Mail and Mail on Sunday continue to be cost effective platforms for our Homes and Gardens clients."*

For more comments from satisfied advertisers, please visit mailclassified.co.uk

HOW TO ADVERTISE

Call **020 7938 6427** or email our gardening team at classified.marketing@mailnewspapers.co.uk

mailclassified.co.uk

classified.marketing@mailnewspapers.co.uk

020 7938 6427

Mail
Classified



ABOUT THE MAIL ON SUNDAY

The Mail on Sunday is Britain's biggest-selling quality Sunday read. Advertise in The Mail on Sunday and your ad will be seen by up to 5.5 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 Mail.**

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