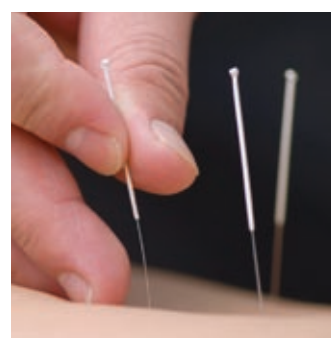


GOOD HEALTH MEDIA GUIDE 2010

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GOOD HEALTH: IT'S IN THE MAIL

Good Health is published **every Tuesday in the Daily Mail**. We are the **market leader** in Health advertising, carrying **43% of all advertising** in the national press over the past year. This demonstrates how our advertisers trust the Daily Mail to deliver a quality response.

OUR READERS

3.9 million readers take an active interest in the Good Health section. That means Good Health reaches a million more adults than the Daily Express, The Guardian and The Independent combined.

EDITORIAL PLATFORM

Good Health appears in the Daily Mail every Tuesday and is a key circulation driver. It is a long-established section of the Mail. Good Health Classified sits in a prime position adjacent to this strongly promoted editorial.

READER INSIGHT

Thanks to our 5,000-strong reader panel, we can offer you unrivalled insight into our readers. We know **83% of our readers do exercise** and **77% are healthy eaters**. Women's concerns focus on **weight and stress reduction**, while men are concerned about **blood pressure and cholesterol**. 61% of readers believe **alternative therapies complement traditional medicine**, while **43% have tried alternative therapies**.

TESTIMONIALS

The Daily Mail can achieve fantastic results for you. **James Ferrin, Advertising Excellence** said, *"The Daily Mail offers my clients a superb medium to reach a large swathe of potential customers in the UK. I frequently use the classified health section for my client, The Private Clinic Group. Significant enquiries are made on the back of the advertising, which means that it is a profitable and viable solution for us. The sales staff who work on the section are professional, efficient and always willing to help, or travel the distance to ensure a smooth running, and a good ROI".* For more comments from satisfied advertisers, please visit mailclassified.co.uk

SCOTTISH DAILY MAIL

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

HOW TO ADVERTISE

Call **020 7938 6518** or email our health team at classified.marketing@mailnewspapers.co.uk

mailclassified.co.uk

classified.marketing@mailnewspapers.co.uk

020 7938 6518

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. 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 2009; NRS January – June 2009;
TGI January – December 2008; MyLife panel