

HEALTH MEDIA GUIDE 2010

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HEALTH: IT'S IN THE MAIL

The Mail on Sunday's health and fitness pages are read by **more people than any other quality or mid-market newspaper**. Our readers realise how important health is – they are the people you want to see your product.

OUR READERS

3.7 million people read The Mail on Sunday's health and fitness pages every week. This is unrivalled by any other upmarket newspaper. And a staggering **290,000 readers have bought a product or service they saw advertised in the paper**.

EDITORIAL PLATFORM

Health Classified appears in The Mail on Sunday 2, set within **7 pages of editorial**. The health pages have the **most readers of any quality or mid-market newspaper**.

READER INSIGHT

Thanks to our 5,000-strong reader panel, we can offer you unrivalled insight into our readers. We know they are conscious of their health, but **could do with some inspiration and advice** – almost 50% of readers agree they should do more about their health. **63% of our readers are older than 45**, suggesting health will only become an increasing consideration.

HOW TO ADVERTISE

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

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.

mailclassified.co.uk
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Source: NMR MAT 2008; NRS January – June 2009;
TGI January – December 2008; MyLife panel