

GARDENING MEDIA GUIDE 2010

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GARDENING: IT'S IN THE MAIL

Gardening Classified runs in the Daily Mail every Saturday. With a **circulation of 3 million and a readership of more than 5.8 million**, of which 3.8 million fall into the ABC1 demographic, we are able to offer you an affluent audience with money to spend. In recent years householders have been encouraged to consider their gardens as an extension to their homes. A tough marketplace has meant that retailers need to deploy various tactics to communicate greater value. The Daily Mail is perfect for this task.

MARKET SHARE

With a **15% share of the daily market** and a 9% volume increase year-on-year, the Daily Mail's market performance has remained positive in a difficult period. Regular advertisers keep coming back to the Daily Mail because it is an excellent platform that generates response.

OUR READERS

The Daily Mail has a Saturday readership of **more than 5.8 million**, of whom **10%** have bought some form of garden product after seeing it advertised in their newspaper. Trust also plays a big part in influencing consumers. Because our readers trust us, they will trust you in turn. Last year Daily Mail readers accounted for **14% of all money spent on garden related products**, which is equivalent to £301 million – more than any other national daily newspaper.

EDITORIAL PLATFORM

Gardening Classified is supported by editorial written by our gardening expert, Nigel Colborn. His editorial deals with all aspects of gardening, from making the most of your garden to tips and tricks for combating pesky garden critters.

TESTIMONIALS

The Daily Mail Homes and Gardens section generates great response for advertisers.

Barrie Payne, Managing Director of Netfloat said, *"We do advertise with other national newspapers, but when our advert appears in The Mail, it significantly increases interest in our product."*

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 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 DAILY MAIL

The Daily Mail is Britain's biggest-selling quality read. Advertise in the Mail and your ad will be seen by over 5.8 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.