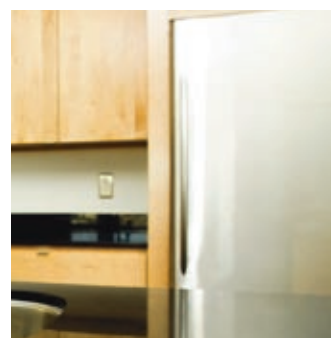
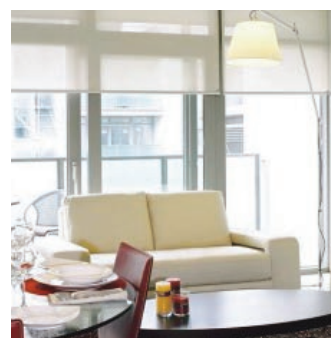
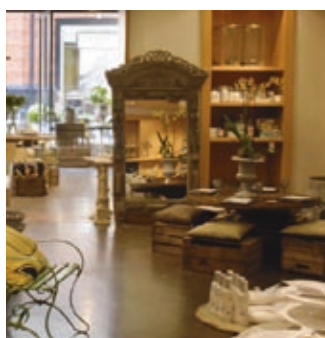
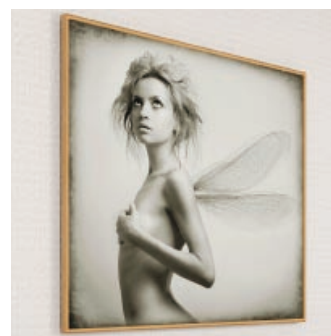


INTERIORS MEDIA GUIDE 2010

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INTERIORS: IT'S IN THE MAIL

The Interiors Classified section is one of the top platforms for interiors advertisers, attracting more than **20% of all classified advertising spend**. Our readers love spending time at home; let them spend that time in the company of your product.

OUR READERS

The Daily Mail's Interiors section reaches **5.1 million readers every Friday**. Of these readers, **3.2 million are ABC1** and a further **1.5 million are AB adults** – both figures unmatched by any other daily newspaper. This means you will be able to showcase your products to an audience with money to spend on their home.

EDITORIAL PLATFORM

The Daily Mail's Interior section runs every Friday, with articles covering all aspects of interiors, from Far Eastern influences to grand designs; contemporary kitchens to James Bond inspired boys' toys. Sitting alongside the long-standing property pages, Interiors has become an important section of Daily Mail Classified.

READER INSIGHT

Thanks to our 5,000-strong reader panel, we can offer you unrivalled insight into our readers. We know, for instance, that **4.3 million readers are homeowners** and are **actively looking for ways to improve the value of their homes** through interior design and decorating.

TESTIMONIALS

The Daily Mail generates fantastic response. **Richard Coles, from Living It Up** said, *"The adverts we have placed in the Interior section of the Mail have generated many sales and leads. The advertising team has helped out from the start to the end, making sure that our campaign ran as smoothly as possible!"* 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

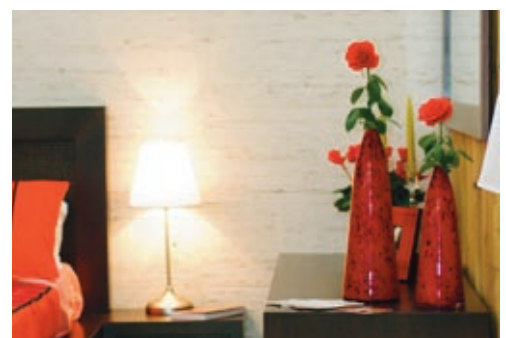
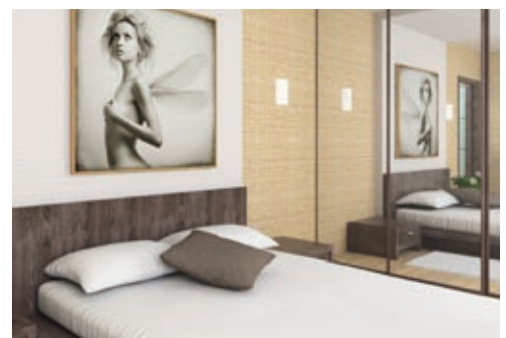
Call **020 7938 6428** or email our Interiors team classified.marketing@mailnewspapers.co.uk

mailclassified.co.uk

classified.marketing@mailnewspapers.co.uk

020 7938 6428

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 up to 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