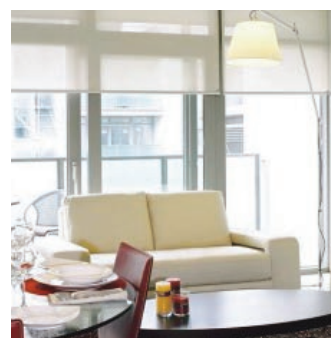
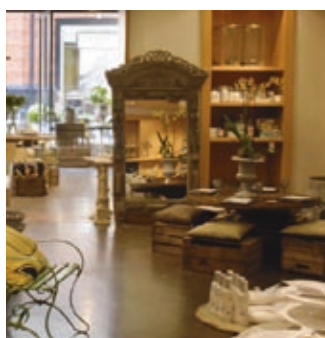
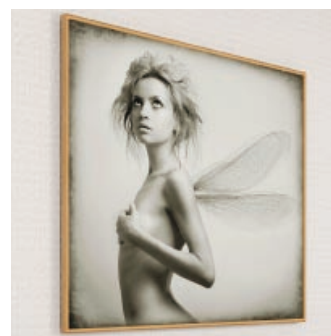


INTERIORS MEDIA GUIDE 2010

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INTERIORS: IT'S IN THE MAIL

The Interior Classified section runs in The Mail on Sunday 2, the paper's popular lifestyle section read by **5.5 million adults**. With **3.7 million readers in the ABC1 demographic**, The Mail on Sunday provides an affluent audience with money to spend.

OUR READERS

The Mail on Sunday is read by **2.5 million adults who own their home outright with no mortgage to pay**. Our readers are responsive and act upon what they see in the newspaper, with **3.1 million readers** having bought something as a result of seeing an ad in The Mail on Sunday. Mintel research shows that an average consumer refers to 2.5 different sources for new ideas on the home. The Mail on Sunday is perfectly set up to maximise your impact, with 495,000 of our readers planning to make **changes to their home in the next 12 months**.

EDITORIAL PLATFORM

Interiors is supported every week by must-read editorial. The articles cover all aspects of interiors, from Far Eastern influences to grand designs; from contemporary kitchens to James Bond-inspired boys' toys. Sitting alongside the long-standing property pages, Interiors has become an important section of Mail Classified. **Click here** to see examples of our market place, including editorial platforms.

TESTIMONIALS

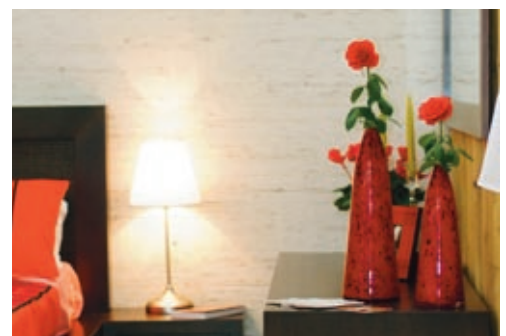
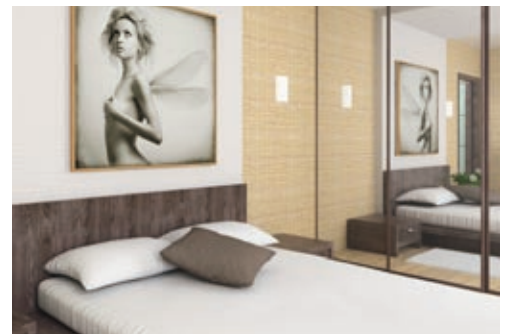
The Mail on Sunday generates fantastic response. **Richard Coles, of Living It Up** said, *"The adverts that Living It Up have placed in the Interior section of the Mail have generated many sales and leads. The advertising team have helped out from the start to the end making sure that our campaign ran as smoothly as possible!"*. For more comments from satisfied advertisers, please visit mailclassified.co.uk

HOW TO ADVERTISE

Call **020 7938 6432** or email our Interiors team at classified.marketing@mailnewspapers.co.uk

mailclassified.co.uk
classified.marketing@mailnewspapers.co.uk
020 7938 6428

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