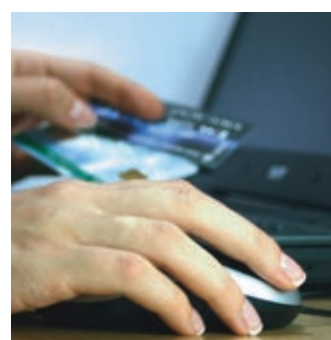
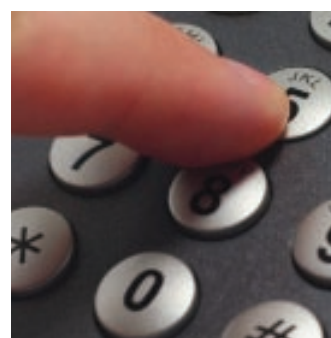


MAIL ORDER MEDIA GUIDE 2010

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- Scottish Daily Mail
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MAIL ORDER: IT'S IN THE MAIL

The Daily Mail provides a great opportunity to **build your customer base** and increase your market share. Mail Order in the Daily Mail commands a **33% share of the daily market**. This is **by far the largest of all the national daily newspapers**, demonstrating how responsive Mail readers are to Mail Order advertising.

MARKETPLACE

Mail Order runs every weekday, providing advertisers with the perfect platform to reach a highly responsive audience with money to spend. We know our readers trust the paper, which plays a big part in aiding our advertisers. They trust us, so they trust you.

OUR READERS

More than **3 million readers** have bought something as a result of seeing it advertised in their newspaper. The Daily Mail's reach of this audience is greater than the Daily Telegraph and the Daily Express combined.

TESTIMONIALS

Our consistent marketshare proves how well we work. **Ben Harvey from Response Media** said *"Our client shoe-shop.com had historically been a consistent spender with Mail newspapers. Christopher Wallace suggested organising a meeting between us the agency, the client and representatives for the Mail. This proactive approach helped us have a highly productive meeting that resulted in the client agreeing to re-test the Daily Mail through a series of full colour page adverts (we had been using fractional classified adverts). The Response Team refreshed the creative execution and we also used a tactical placed 5x2 advert (signpost) in display or relevant pages such as health on a Tuesday to direct potential customers to our classified advertisement. The result; shoe-shop responses have risen dramatically. The client is impressed with the collaborative effort made between us the agency and Mail newspapers and I am confident that we will continue our advertising schedule into the autumn season, something that looked unlikely only a few weeks ago. A triumph for everyone involved. Well done Chris!"*

For more comments from satisfied advertisers, please visit mailclassified.co.uk

SCOTTISH DAILY MAIL

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

HOW TO ADVERTISE

Call **020 7938 6910** or email our Mail Order team at classified.marketing@mailnewspapers.co.uk

mailclassified.co.uk

classified.marketing@mailnewspapers.co.uk

020 7938 6910

**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.**