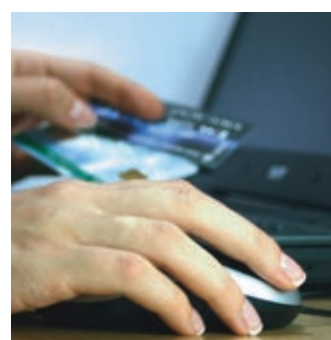
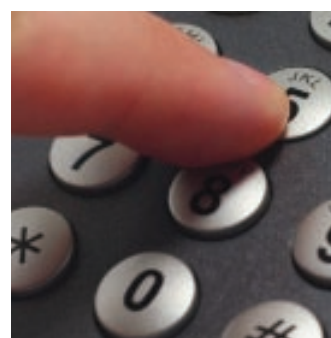


MAIL ORDER MEDIA GUIDE 2010

Contents

- Marketplace
- Our readers
- Testimonials
- How to advertise
- About the Mail



MAIL ORDER: IT'S IN THE MAIL

Mail Order runs every every week in The Mail on Sunday. It has seen a **230% increase in volume year-on-year**. Almost **£1 in every £5 spent** in the Mail Order category was in The Mail on Sunday. This is because The Mail on Sunday provides an excellent platform for our advertisers, ensuring they keep coming back.

MARKETPLACE

The Mail on Sunday plays host to some of the biggest names in Mail Order. Pick up a copy to see for yourself, or have a look at mailclassified.co.uk

OUR READERS

More than **3 million readers** have bought something as a result of seeing it advertised in their newspaper. This figure is equivalent to **1 in 6** of the total population. The Mail on Sunday's reach of this audience is greater than the combined reach of The Observer and The Independent on Sunday.

TESTIMONIALS

Our marketshare growth proves how well we work. **Gavin Ucko from Happy Puzzles** said *"We advertise in almost every national newspaper. What sets the Mail apart is the service. You don't just get an account manager, you have your hand held through every stage of the advertising process ... advertising with the Classified team at the Mail isn't just part of my job ... it's an experience ... and dare I say it, a fun one too!"* For more comments from satisfied advertisers, please visit mailclassified.co.uk

HOW TO ADVERTISE

Call **020 7938 6434** or email our Mail Order team at classified.marketing@mailnewspapers.co.uk

Mail
Classified



mailclassified.co.uk
classified.marketing@mailnewspapers.co.uk
020 7938 6434

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.**

Source: NMR MAT 2008; NRS January – June 2009;
TGI January – December 2008; MyLife panel