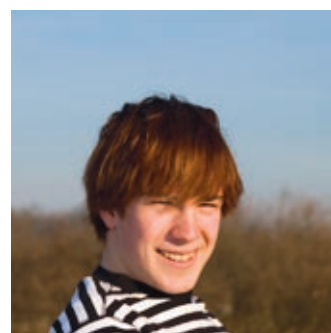


MOBILITY MEDIA GUIDE 2010

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MOBILITY: IT'S IN THE MAIL

The Daily Mail is the title of choice for all the **biggest names in mobility**. In the last year, we **carried 2,300 ads in the category**. Mail readers are so responsive Mobility appears in the paper every day.

OUR READERS

The Daily Mail's has **3.9 million readers older than 50**. We also reach **2.2 million people older than 65** – a figure unrivalled by any other newspaper. We have **3.8 million readers in the key ABC1 social demographic**, so our readers have the means to invest in products that aid their independent lifestyle.

OUR ADVERTISERS

The **top ten mobility advertisers** in Britain all advertise continuously in the Daily Mail. Acorn advertise six times a week; Stannah four times a week and the Great British Mobility Group three times a week. Smaller mobility businesses also advertise in the Daily Mail, as they understand that our marketplace is key to their success.

SPONSORSHIP

The Daily Mail is proud to work alongside the **Mobility Roadshow**, which is widely recognised as the **world's largest event dedicated to mobility innovation**. This further demonstrates how important Daily Mail readers are to the mobility industry.

TESTIMONIALS

The Daily Mail can generate great response for you. **Keith Simpson from Castle Comfort Centre** said, *"Dealing with advertising people is usually pure hassle. Oscar at the Mail has never tried to sell to us - just help us to buy - there is a difference. That is the way to treat business people. Nor do we get or unnecessary contact -and it's by email, as requested, which is accurate and convenient. Oscar has helped with our first venture into national advertising - and made sure we got results."* For more comments from satisfied advertisers, please visit mailclassified.co.uk

SCOTTISH DAILY MAIL

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

HOW TO ADVERTISE

Call **020 7938 7761** or email our mobility team at classified.marketing@mailnewspapers.co.uk

mailclassified.co.uk
classified.marketing@mailnewspapers.co.uk
020 7938 7761

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 more than 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.

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