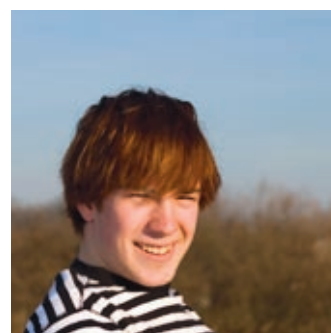


MOBILITY MEDIA GUIDE 2010

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MOBILITY: IT'S IN THE MAIL

Mobility appears every Sunday in The Mail on Sunday main section and offers you the opportunity to Showcase your mobility aids to over **5.5 million readers**, a huge proportion of which will fall within your target audience.

OUR READERS

The Mail on Sunday delivers the perfect match for mobility advertisers. We reach more retired adults and adults aged 50+ than any other Sunday newspaper. The only newspaper that offers **more retired adults** is the Daily Mail. To discover how you can easily advertise in both titles, call us.

READER INSIGHT

Mail on Sunday readers are in a strong financial position. This is because our readers with savings are in a comfortable financial position with **£119,000** on average in savings and investments – this figure equates to **83% more** than the average UK adult and **19% more** finance than a quality newspaper readership. This means advertising in our newspaper means you will reach adults with the ability to invest in mobility products.

TESTIMONIALS

The Mail on Sunday can generate great response for you.

Sally Price of Barneys on behalf of the Great British Mobility Group said, *"The Mail readership is a perfect match for our client's target audience and continues to provide a consistent level of quality enquiries. Plus, its always a pleasure to do business with any of the sales team - Tom, Emily, Chris and all the team members continually work to make sure our client is happy"*.

"We feature our client regularly in the Daily Mail and Mail on Sunday as it always delivers consistent quality leads. The staff are always friendly, polite, efficient, and a pleasure to work with."

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

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 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