

Target exactly who you want

A Mercedes in Manchester? A Peugeot in Peterborough? Or an E-Type in Eastbourne?

Whatever vehicles you have to sell, the Daily Mail is your one stop shop for all your car advertising needs. Book a national advertisement in Saturday's Motors section and you can now choose the option of running up to eight different regional splits with different dealerships in each!

This is an ideal opportunity for our many advertisers with diverse advertising needs in an assortment of geographical locations to specifically target dealerships reaching our 5.8 million readers across the UK.

This new service will help you reach your target audience and use the Daily Mail as a cost effective platform for your regional motors advertising.

KEY FEATURES

Booking a national advert and then running different copy by region is easy – simply book a national advert and let your contact know you intend to copy split. Scotland continues to be available as an 8th region to boost the response of your national booking. The copy splits you choose are entirely flexible with a choice of:

London **Midlands & East of England**

North East **Scotland**

South East **South West**

Ulster **Yorkshire & North West**

Adverts can run with different copy in all eight regions or you may just split the UK into three or four prime areas for your motors dealerships.

We are happy to discuss your requirements to help you target the best areas for your dealerships.

Booking and copy deadline is strictly 2 working days in advance at 4pm for mono and 3 working days in advance for colour adverts.

Please supply written confirmation and a copy of visuals by advertising edition direct to your booking contact as well as copy through the usual channels.

* If you wish to book either North or South only space and then copy split please call us to discuss the availability of this option and the range of regional splits open to you.

* National advertisements do not include the Scottish Daily Mail

For further details please call:
020 7938 6651

