

MOTORS MEDIA GUIDE 2010

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MOTORS: IT'S IN THE MAIL

Motors is published **every Saturday in the Daily Mail**. The section is read by more than **6 million adults**. Crucially, **2.5 million readers plan to buy a car in the next five years**. Whether you're selling new or used cars, turn to the Daily Mail.

OUR READERS

The Daily Mail's readers own **8.3 million cars** – that's 3.5 million more than the readers of The Sunday Times. A whopping **87% of our readers own a car**. That is by far more than the readers of any other mid-market or quality newspaper or any motoring magazine.

EDITORIAL PLATFORM

The Mail Classified Motors section runs alongside Daily Mail Motoring in Saturday's paper. Motoring is packed with **editorial featuring news** from the automotive world and **reviews of all the latest models**.

READER INSIGHT

Thanks to our 5,000-strong reader panel, we can offer you unrivalled insight into our readers. We know that **476,000 readers own a saloon car** and **952,000 own a hatchback**. The average Daily Mail reader's car **cost £8,989**, which is £1,000 more than the average UK car owner. **334,000 readers spent more than £20,000** on their most recent car – a figure unrivalled by any quality publication or specialist car magazine.

TESTIMONIALS

Our Motors section can help you sell more cars. **Neil Hobson, Marketing Manager for Gordon Lamb** said, *"Whenever we have used the Daily Mail in the past, the response has been of a very high quality and very cost effective media. We would not hesitate to use your publication again in the future. Thanks for a very professional service."*

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

SCOTTISH DAILY MAIL

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

HOW TO ADVERTISE

Call **020 7938 6411** (London) or **0161 836 5000** (Manchester), or email our Motors team at classified.marketing@mailnewspapers.co.uk

mailclassified.co.uk
classified.marketing@mailnewspapers.co.uk
020 7938 6411
0161 836 5000

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