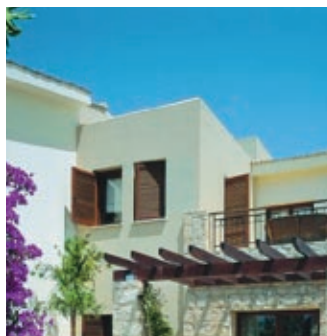


# OVERSEAS PROPERTY MEDIA GUIDE 2010

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- Our readers
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**Daily Mail**

mailclassified.co.uk  
classified.marketing@mailnewspapers.co.uk  
**020 7938 6651**  
**0161 836 5000**

## OVERSEAS PROPERTY: IT'S IN THE MAIL

Overseas Property appears every Friday in the Daily Mail and every Sunday in The Mail on Sunday. Our marketplace consists of editorial with regular country specific features. We deliver an audience of over five million adults every Friday, many of whom have money to invest and an interest in property outside of the UK.

## OUR READERS

Daily Mail readers are in a strong financial position, a fact of considerable importance. 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. **2.5 million Daily Mail readers own their home outright**, a figure unrivalled by any other newspaper demonstrating this audience have the means to purchase property abroad.

## EDITORIAL PLATFORM

The Daily Mail delivers a strong editorial platform. Every Friday we publish pages of editorial alongside advertising. Editorial is written to inspire our readers but also provide practical advice on how to move overseas. We regularly publish specific features which will enable you to appear alongside relevant editorial.

## TESTIMONIALS

The Daily Mail can generate great response for you.

**Doug Marriott of Peninsula Properties** said, *“Our small ad has brought us more leads than half pages in national glossy mags at four times the price. The speed of advertising with yourselves is also advantageous-lead times with monthly glossy’s are weeks whereas you are less than a day! I also enjoy the “rap” with Marie on your sales team which refreshingly does not revert to “hard sell”. A happy customer. Many thanks.”*

For more comments from satisfied advertisers, please visit [mailclassified.co.uk](http://mailclassified.co.uk)

## SCOTTISH DAILY MAIL

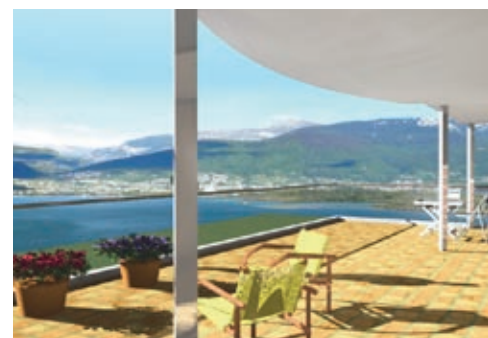
We can also offer you the opportunity to promote your property in the Scottish Daily Mail. Please call for details.

## HOW TO ADVERTISE

Call **020 7938 6651** (London) or **0161 836 5000** (Manchester), or email our property team at [classified.marketing@mailnewspapers.co.uk](mailto:classified.marketing@mailnewspapers.co.uk)

[mailclassified.co.uk](http://mailclassified.co.uk)  
[classified.marketing@mailnewspapers.co.uk](mailto:classified.marketing@mailnewspapers.co.uk)  
**020 7938 6651**  
**0161 836 5000**

**Mail**  
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## 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 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