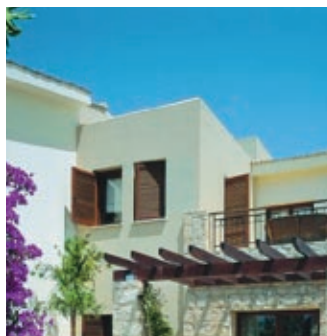


OVERSEAS PROPERTY MEDIA GUIDE 2010

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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

Mail on Sunday 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 Mail on Sunday 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 Mail on Sunday delivers a strong editorial platform. Every Sunday 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

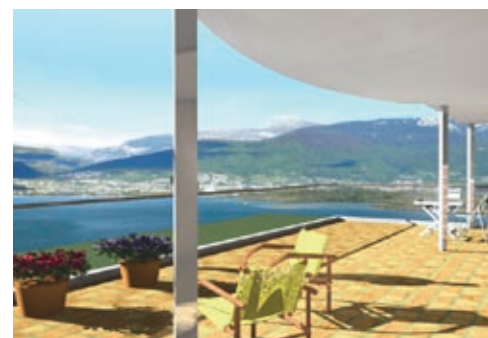
The Mail on Sunday can generate great response for you. **Sue Gardiner from Romance of Turkey** said, *“Simon is great, always quick to respond to any request. And flexible in trying to meet our requirements. Adverts always look good and well positioned.”* For more comments from satisfied advertisers, please visit mailclassified.co.uk

HOW TO ADVERTISE

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

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

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