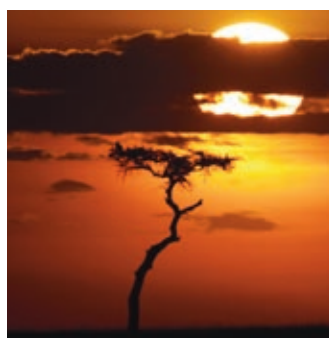
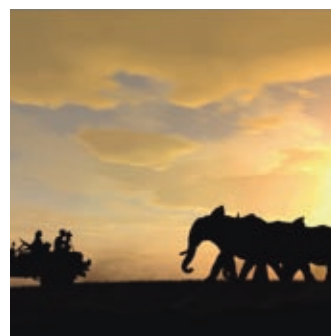
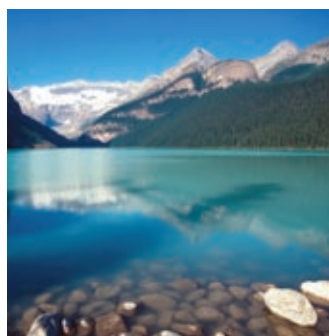


OVERSEAS TRAVEL MEDIA GUIDE 2010

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OVERSEAS TRAVEL: IT'S IN THE MAIL

The Daily Mail is the **market leader** for Overseas Travel advertising, attracting **£1 of every £4** of advertising spend across all press. Your competitors are advertising with us: if you sell overseas travel, the Daily Mail is the paper you can't afford to miss.

OUR READERS

The Daily Mail's readers take **5.8m overseas trips a year**: that's **1 in 6** of all holidays taken by UK adults. And more than 1.6m readers spend **more than £1,000 a holiday** — far more than the readers of any other national paper.

EDITORIAL PLATFORM

TravelMail appears in the Daily Mail on Wednesdays and Saturdays. More than **two thirds of readers** have booked a holiday after seeing an ad or editorial in TravelMail. We also publish **special editorial-supported features** throughout the year, so you can maximise your exposure to a very targeted audience. We can even extend your communication to travelmail.co.uk.

READER INSIGHTS

Thanks to our 5,000-strong reader panel, we can give you unrivalled information on our readers. We know they take at least **two overseas holidays a year** — one main holiday, and one shorter break. Perhaps most importantly, we know they start planning their holidays **nine months before departure**. This means they are **constantly on the lookout for inspiration** on where to go next — which means there is **no wrong time** to advertise.

TESTIMONIALS

The Daily Mail generates great response for our travel advertisers. **Alan Hall, Account Director of TCS Media** said, *"Against designated target markets relating to the travel sector (extrapolated from the TGI research) - both the Daily Mail and Mail on Sunday consistently punch above their weight in terms of absolute coverage's and indices. Also reflected in this is the excellent ROI our clients report from using your titles. We have no reason for not continuing and enjoying this success!"*

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

SCOTTISH DAILY MAIL

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

HOW TO ADVERTISE

Call **020 7938 6258** (London) or **0161 836 5039** (Manchester), or email our travel team at classified.marketing@mailnewspapers.co.uk

mailclassified.co.uk

classified.marketing@mailnewspapers.co.uk

020 7938 6258

0161 836 5039

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 6 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 2009; NRS January – June 2009;
TGI January – December 2008; MyLife panel