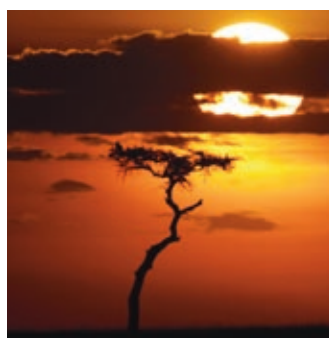
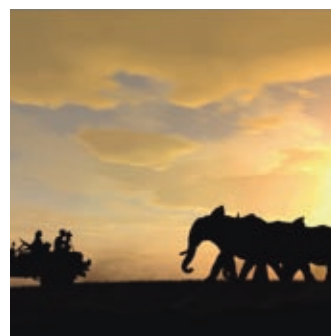
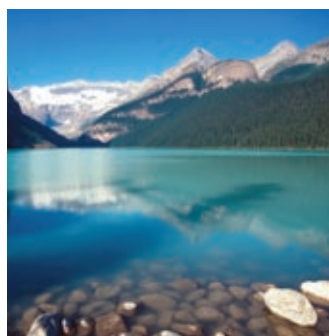
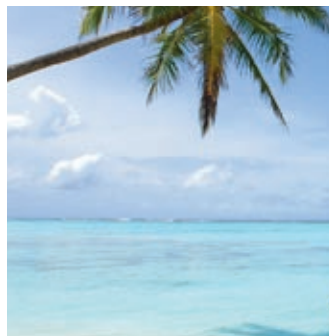


OVERSEAS TRAVEL MEDIA GUIDE 2010

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OVERSEAS TRAVEL: IT'S IN THE MAIL

The Mail on Sunday is the **market leader** for Sunday Overseas Travel advertising, with **25% of all spend** invested in the paper. In fact there's only one national paper that attracts more advertising spend than The Mail on Sunday: our sister paper, the Daily Mail. This demonstrates travel advertisers consistently achieve fantastic response from Mail Classified.

OUR READERS

The Mail on Sunday's readers take **6 million overseas holidays a year** — a figure that equates to **1 in 6 overseas trips taken by British adults**. On their last overseas trip, our readers **spent £6 billion**: that's more than the readers of any other national Sunday newspaper.

EDITORIAL PLATFORM

Overseas Travel is supported by exciting editorial covering destinations across the globe. We also publish **special editorially-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 offer you unrivalled insight into 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 Mail on Sunday generates great response for our travel advertisers.

Clare Winbolt of Bellevue France said, *"Since using The Mail on Sunday for advertising, we have been really pleased with the results. From our marketing surveys, this advertising has been responsible for generating at least 50% of our enquiries, many of which we turn into confirmed bookings. Using The Mail on Sunday has far outperformed other media. We will definitely continue using The Mail on Sunday as it continues to provide great results for us."*

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

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