

UK PROPERTY MEDIA GUIDE 2010

Contents

- [Our readers](#)
- [Reader insight](#)
- [Testimonials](#)
- [Scottish Daily Mail](#)
- [How to advertise](#)
- [About the Mail](#)



Mail
Classified

Daily Mail

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

UK PROPERTY: IT'S IN THE MAIL

The Daily Mail can provide you with a fantastic marketplace and millions of readers. We deliver more outright homeowners than any other national newspaper. Our readers still have the means to buy – talk to us if you want to sell.

OUR READERS

UK Property appears every Friday in the Daily Mail, which is **read by more than 5 million adults**. This is more than the combined reach of The Daily Telegraph, The Times and the Daily Express. Of these readers, **3.2 million are ABC1** and **1.5 million are AB** – both figures unmatched by any other daily newspaper. This status means our readers have the capital to expand their property portfolio.

READER INSIGHT

Thanks to our 5,000-strong reader panel, we can offer you unrivalled insight into our readers. Our readers are in a comfortable financial position with an average of **£119,000 in savings and investments** – that's 83% more than the average UK adult and 19% more than the readers of the rest of the quality or mid-market press. **3 million readers own their homes outright**, which means they are in a position to **invest in more property**.

TESTIMONIALS

The Daily Mail works well for advertisers.

Julie Kearsley of the Brahm Agency said, *"The Mail is always seen as a key title on our national advertising schedules. It not only brings in the desired response in terms of leads, but is also the most cost-effective title in terms of the quality of the lead, i.e. return-on-investment. I find the team at the Mail very approachable, professional and proactive in offering the best service to us for our clients."*

For more comments from satisfied advertisers, please visit 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

mailclassified.co.uk

classified.marketing@mailnewspapers.co.uk

020 7938 6651

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 more than 5.1 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