

UK PROPERTY MEDIA GUIDE 2010

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Mail
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The Mail
ON SUNDAY

mailclassified.co.uk
classified.marketing@mailnewspapers.co.uk
020 7938 6651
0161 936 5000

UK PROPERTY: IT'S IN THE MAIL

The Mail on Sunday has the readers and the marketplace for you to advertise your property. The Mail on Sunday is **read by more homeowners** than any other quality or mid-market Sunday newspaper. In the last year, **3 in 5 property ads in the Sunday press** appeared in The Mail on Sunday.

OUR READERS

UK Property appears every Sunday in The Mail on Sunday 2, which is **read by 5.5 million adults**. This is more than the combined reach of The Sunday Times, The Sunday Telegraph and The Independent on Sunday. Of our 5.5 million readers, **3.7 million fall into the ABC1** social demographic, with a further **1.7 million qualifying as AB adults**. This means our readers have the capital and interest to expand their property portfolio.

READER INSIGHT

Thanks to our 5,000-strong reader panel, we can offer you unrivalled insight into our readers. We know they are in a comfortable financial position, with **£119,000 in savings and investments**. This figure equates to **83% more than the average UK adult** and **19% more than the average quality-paper reader**. An unrivalled **2.4 million readers own their homes outright** – demonstrating they have the **means to buy a second or holiday home**.

EDITORIAL PLATFORM

The UK Property pages, every week in The Mail on Sunday, provide our readers with **expert advice** on all areas affecting the industry. Regular special advertising features add value to advertisers and provide inspirational advice to readers who are considering buying property. Articles cover all aspects of UK Property, from commuter bases to countryside retreats; retirement homes to specific property developments across Britain.

TESTIMONIALS

Jonathan Gibbs, the sales director of Permission Homes Anglia said, *"We've advertised in the Mail before and have recently started including it in our media activity again and have seen a good response in terms of enquiries and footfall to the site. We will be using the Mail again"*. 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**

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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