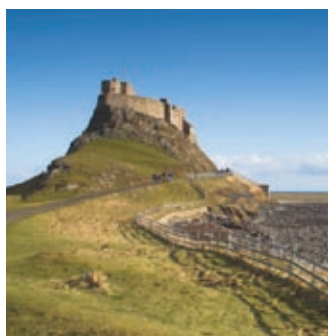
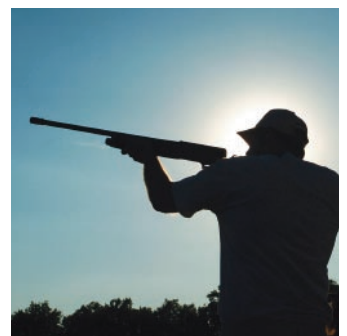
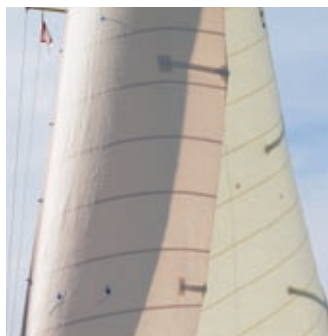


UK TRAVEL MEDIA GUIDE 2010

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Mail
Classified

Daily Mail

mailclassified.co.uk
classified.marketing@mailnewspapers.co.uk
020 7938 7384
0161 836 5000

UK TRAVEL: IT'S IN THE MAIL

The Daily Mail is the **market leader** for UK Travel advertising. We attract **£1 of every £4** spent on advertising UK holidays. This shows how many UK travel advertisers have complete confidence in the Mail. With more and more Britons choosing to holiday in Britain, there's no better time to get your ad into the Daily Mail.

OUR READERS

The Daily Mail's readers take **8.6 million holidays in Britain a year** — that's **1 in 6** of British holidays and 566,000 more than our closest competitor, The Sun. Our readers also **spend more on each holiday** making them the perfect audience for your destination.

EDITORIAL PLATFORM

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

READER INSIGHT

Thanks to our 5,000-strong reader panel, we know our readers more intimately than any other paper. 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 fantastic response. **Knight Design**, said, *"We've successfully advertised for our client, Holiday Cornwall Ltd, for many years in both the Daily Mail and The Mail on Sunday. I have to tell you about the fantastic response we've had for the start of the 2009 campaign: 40 messages waiting on the answerphone on Monday morning, and the enquiries have reached 70+ in three days...even better than previous years"*.

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 7384** (London) or **0161 836 5000** (Manchester), email our travel team at **classified.marketing@mailnewspapers.co.uk**

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classified.marketing@mailnewspapers.co.uk

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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 5.8 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