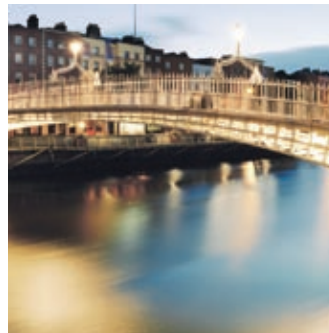


UK TRAVEL MEDIA GUIDE 2010

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Mail
Classified

The Mail
ON SUNDAY

mailclassified.co.uk
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UK TRAVEL: IT'S IN THE MAIL

Mail Classified are the **market leader** for UK Travel advertising. The Daily Mail and The Mail on Sunday carry more UK Travel ads than any other daily and Sunday newspaper. This shows how many UK travel advertisers have complete confidence in the Mail

OUR READERS

The Mail on Sunday's readers take **more than 7.7 million holidays** in Britain every year – that's 286,000 more than our closest competitor, The News of the World. Our readers also **spend more on each holiday** making them the perfect audience for your destination.

EDITORIAL PLATFORM

TravelMail appears every week in The Mail on Sunday. 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 Mail on Sunday can achieve fantastic results for you. **Michael MacDermid of the Old Mill Hotel** said, *"I have continually advertised in The Mail on Sunday over the last 18 months. The adverts produce very good conversions and enquiries. The Mail on Sunday staff are very responsive to our requests."*

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

HOW TO ADVERTISE

Call **020 7938 7384** (London) or **0161 836 5000** (Manchester), email our travel team at **classified.marketing@mailnewspapers.co.uk**

mailclassified.co.uk
classified.marketing@mailnewspapers.co.uk
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0161 836 5000

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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 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