

CANADA

Mail
Classified



Mail Classified | **Daily Mail** | **The Mail** | **MailOnline**

MailClassified.co.uk

ON SUNDAY

OUR READERS AND CANADA



7.4 Million readers



65,000 Mail readers visited Canada last year, more than any other newspaper

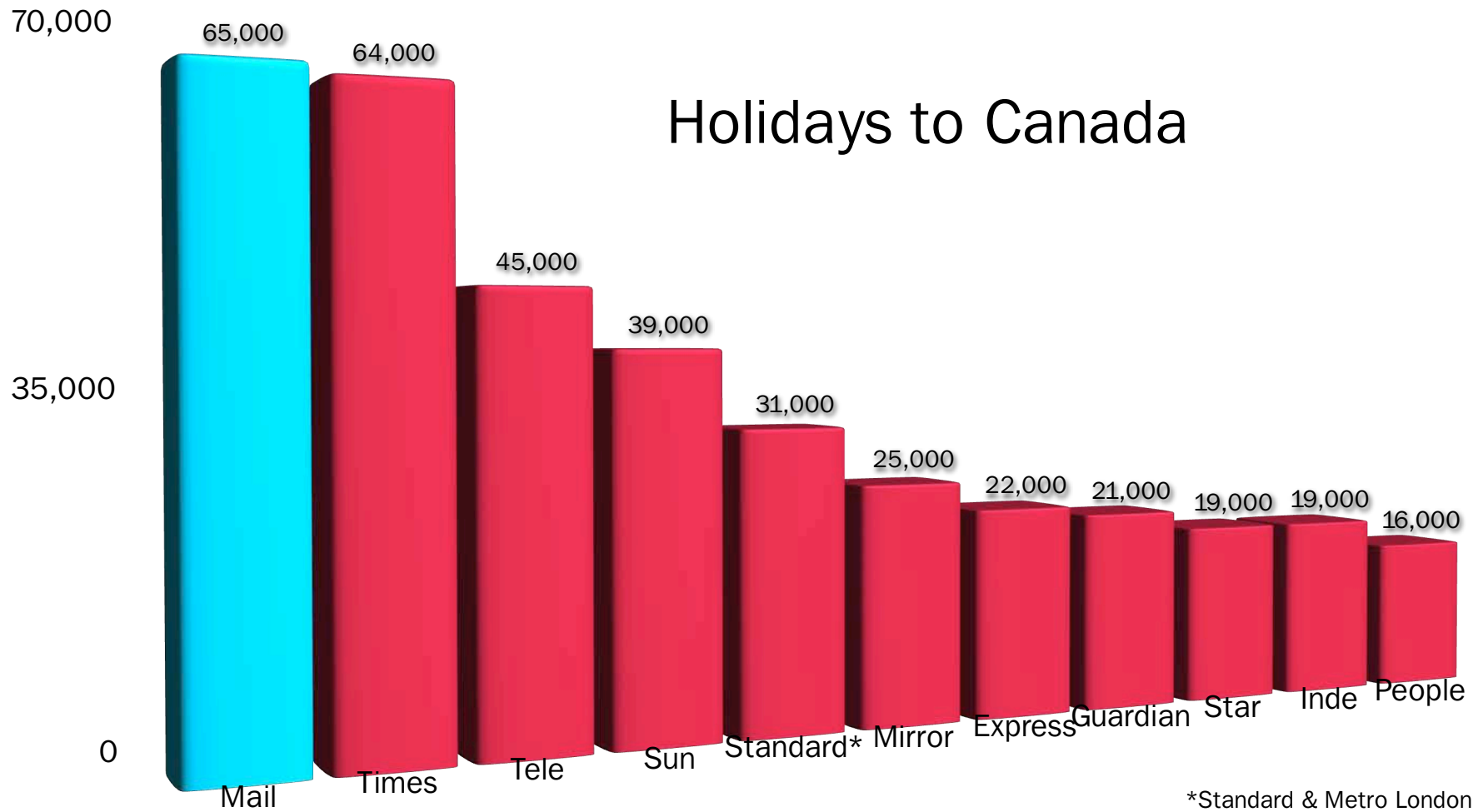


Mail readers take more flights with Air Canada than any other newspaper



486,000 Mail readers say they prefer a type of holiday that includes Lakes & Mountains. No other newspaper group reaches as many of this type of reader

OUR READERS AND CANADA



OUR READERS AND CANADA

The table below shows that 8 insertions in across the Evening Standard and Metro London will not reach as many visitors to Canada as just 1 insertion in the Daily Mail

Insertions					
Daily Mail		1	1		1
The Mail on Sunday		1		1	1
Evening Standard	4				3
Metro London	4				3
Coverage of visitors to Canada*	46,000	65,000	57,000	46,000	98,000

*Readers that took a holidays or short break to Canada in the last 12 months

OUR READERS AND CANADA

CANADIAN Affair DIRECT FLIGHTS TO CANADA **LOWEST FARES GUARANTEED**

VANCOUVER, CALGARY & EDMONTON FROM **£298** PER PERSON

TORONTO, OTTAWA, MONTREAL FROM **£318** PER PERSON

020 7616 9196
www.canadianaffair.com

Prices based on Gatwick flights, travel selected dates Sep/Oct 2011. Other departure airports available: Heathrow, Manchester, Birmingham, Exeter, Newcastle, Glasgow, Dublin & Shannon. Subject to availability. Terms and conditions apply. See online for details. (ATA • ABTA W131X • ATOL PROTECTED 3971)

“We advertise in both the Daily Mail and The Mail on Sunday, and rely on the volume of calls that both generate week in week out. Expensive...but worth it.”

**Kathryn Monroe, Communications & Marketing Director
- Canadian Affair**

“The Daily Mail provides us with consistently good response and we shall continue to advertise within its travel section”

Darren Rogers - North American Highways

Personalised holidays throughout the USA & **Canada**

- BEAR VIEWING, WHALE WATCHING
- NATIONAL PARKS & FLY-IN LODGES
- STUNNING RAIL JOURNEYS
- UNIQUE HOTELS & B&Bs

NORTH AMERICAN HIGHWAYS

01902 798008
www.NAHighways.co.uk
ABTA • ATOL PROTECTED