

# nationals classified.

## rates.

### Daily Mirror (including The Ticket)

area	rate card	quarter page	half page	full page
England/ Wales	£112 scc	£70 scc = £4,760	£60 scc = £8,160	£50 scc = £13,600
Full South	£67.20 scc	£60 scc = £4,080	£50 scc = £6,800	£38 scc = £10,336
Full North	£44.80 scc	£40.50 scc = £4,760	£36 scc = £4,896	£30.50 scc = £8,269
London/ SE	£44 scc	£40 scc = £2,720	£35 scc = £4,760	£30 scc = £8,160
Midlands/ Anglia	£25.50 scc	£20 scc = £1,360	£17.50 scc = £2,380	£15 scc = £4,080
SW Eng/ SW Wales	£19 scc	£15 scc = £1,020	£12.50 scc = £1,700	£10 scc = £2,720
N East & Yorks	£30 scc	£26 scc = £1,768	£21.50 scc = £2,924	£17.50 scc = £4,760
North West	£26 scc	£22.50 scc = £1,530	£19 scc = £2,854	£16.50 scc = £4,488

### Sunday Mirror

area	rate card	quarter page	half page	full page
National	£120 scc	£75 scc = £5,100	£70 scc = £9,520	£65 scc = £17,680
South	£72 scc	£65 scc = £4,420	£60 scc = £8,160	£55 scc = £14,960
North	£48 scc	£40 scc = £2,720	£35 scc = £4,760	£30 scc = £8,160

### The People

area	rate card	quarter page	half page	full page
National	£90 scc	£65 scc = £4,420	£55 scc = £7,480	£33.80 scc = £9,000

premium rate discounts	3-5 insertions	6+ insertions	series discounts	
Daily Mirror	£124 scc (10%)	£118 scc (10%)	4 weeks 5%	12 weeks 15%
Sunday Mirror	£116 scc (10%)	£109 scc (10%)	8 weeks 7.5%	26 weeks 25%
The People	£101 scc (10%)	£96 scc (10%)	+10% spot colour	52 weeks 30%
			+30% full colour	

Column widths:

1 = 31.5mm, 2 = 65mm, 3 = 98.5mm, 4 = 132mm, 5 = 165.5mm  
6 = 199mm, 7 = 232.5mm, 8 = 265mm

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# property classified.

## rates.

### Daily & Sunday Mirror

#### **the ticket**

National  
North only  
South only

#### **SCC**

£75  
£30  
£45

#### **holidays & getaways**

National  
North only  
South only

#### **SCC**

£70  
£28  
£42

### The People

National  
North only  
South only

#### **SCC**

£75  
£30  
£45

#### **series discounts**

4 weeks | 5%  
8 weeks | 7.5%  
+10% spot colour +30% full colour

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# travel classified.

## rates.

### Daily Mirror

National  
North only  
South only

### SCC

£95  
£45  
£57

### Sunday Mirror | holidays & getaways

National  
North only  
South only

### SCC

£90  
£42  
£54

### Sunday People

National  
North only  
South only

### SCC

£77  
£36.50  
£46

### series discounts

4 weeks | 5%  
8 weeks | 7.5%  
12 weeks | 15%  
26 weeks | 25%  
52 weeks | 30%  
+10% spot colour +30% full colour

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# motors classified.

## rates.

### area

National

South West & Wales

London & South East

Midlands/Anglia

North East & Yorkshire

North West

South Only

North Only

### SCC

£50

£5

£15

£10.50

£10

£9

£30

£20

+10% Spot Colour +30% Full Colour

### specifications

1/4 page: 16x4 (160mm x 132mm)

1/2 page: vertical 16x8 (160mm x 265mm)

1/2 page: horizontal 32.5x8 (325mm x 265mm)

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# recruitment, education & b2b classified.



## rates.

area	monday	tuesday	thursday	sunday	any 2 days
England/ Wales	£90 scc	£90 scc	£90 scc	£90 scc	£150 scc
Full South	£50 scc	£50 scc	£50 scc	£50 scc	£90 scc
Full North	£40 scc	£40 scc	£40 scc	£40 scc	£60 scc

### series discounts

4 weeks   5%	12 weeks   15%
8 weeks   7.5%	26 weeks   25%
+10% spot colour	52 weeks   30%
+30% full colour	

### column widths

1 = 31.5mm, 2 = 65mm, 3 = 98.5mm, 4 = 132mm, 5 = 165.5mm, 6 = 199mm, 7 = 232.5mm, 8 = 265mm

### advertising options

national = all 3 regions, full south = lse/ mids/ sw, full north 2 regions = ne/ nw yorks specified

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