

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
Daily Mirror	£124 scc (10%)	£118 scc (10%)
Sunday Mirror	£116 scc (10%)	£109 scc (10%)
The People	£101 scc (10%)	£96 scc (10%)

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

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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

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advertising options

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

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