

# Reach

## NATIONALS CLASSIFIED

### Ratecard 2018

#### 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 = £2,584	£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	12 weeks 15%
Daily Mirror	£124 scc (10%)	£118 scc (10%)	4 weeks 5%	26 weeks 25%
Sunday Mirror	£116 scc (10%)	£109 scc (10%)	8 weeks 7.5%	52 weeks 30%
The People	£101 scc (10%)	£96 scc (10%)	+10% Spot Colour	
			+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

## Reach

Reach PLC, One Canada Square,  
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[www.reachplc.com](http://www.reachplc.com)

Registered Office: One Canada Square, Canary Wharf, E14 5AP Registered No. 82548 England & Wales

# Reach

## PROPERTY CLASSIFIED

Ratecard 2018

### Daily and Sunday Mirror

#### **The Ticket**

National	£75 scc
North only	£30 scc
South only	£45 scc

#### **Holidays & Getaways**

National	£70 scc
North only	£28 scc
South only	£42 scc

### The People

National	£75 scc
North only	£30 scc
South only	£45 scc

#### **Series Discounts**

- 4 weeks 5%
- 8 weeks 7.5%
- +10% Spot Colour +30% Full Colour

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# Reach

## TRAVEL CLASSIFIED

### Ratecard 2018

#### Daily Mirror

National	£95 scc
North only	£45 scc
South only	£57 scc

#### Sunday Mirror - Holidays & Getaways

National	£90 scc
North only	£42 scc
South only	£54 scc

#### Sunday People

National	£77 scc
North only	£36.50 scc
South only	£46 scc

#### 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

### Ratecard 2018

#### Area

National	£50 scc
South West & Wales	£5 scc
London & South East	£15 scc
Midlands/Anglia	£10.50 scc
North East & Yorkshire	£10 scc
North West	£9 scc
South Only	£30 scc
North Only	£20 scc

+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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# Reach

## RECRUITMENT, EDUCATION & B2B CLASSIFIED

Ratecard 2018

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/NWYorks specified

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