

Daily Mirror & Daily Record

display advertising ratecard



National mono

Run of week & run of paper (mon-sat)
Fixed day
Fixed position

scc

£148
+15%
+15%

page

£37,400
+15%
+15%

Special positions

TV listings
Back page solus (17cmsx2 cols)

£

+15%
£6,540

National colour

Run of week & run of paper (mon-sat)
Fixed day
Fixed position

scc

£198
+15%
+15%

page

£48,300
+15%
+15%

Special positions

TV listings
Back page solus (17cmsx2 cols)

£

+15%
£8,750

Daily Mirror regular sections

Mirror Mania (Monday)

A 20-page football pull out, providing comprehensive analysis of the weekend's action.

Your Money (Wednesday)

A 12 page financial pull-out, edited by respected finance journalist John Husband. It provides news and expert advice on financial issues.

Mirror Works (Thursday)

Mirror Works is an editorially led recruitment section, appearing every Thursday. It carries at least 2 pages of editorial and several pages of classified recruitment advertisements.

The Ticket (Friday)

The Ticket is a colour pull-out, focusing on entertainment, and in particular films and music. It is full of reviews, interviews and news of what's on where.

We Love Telly! (Saturday)

This bumper 56-page full colour magazine has all the biggest TV stars and must-watch programmes for the week ahead.

Your Life

Your Life appears every day in the Daily Mirror and as a special pullout section in the Saturday edition. It covers health, beauty, fashion and style, making it an 'appointment to read' amongst female readers.

Daily Record regular sections

Monday

The Winner – 24 page guide to all the football action.
Vital Lives – 6 pages of fashion and real lives.

Tuesday

Funday Tuesday – A puzzles bonanza packed with brainteasers to get your week off to a flying start!
Record Woman – Covering health, fitness, family, nutrition and general well-being.

Wednesday

The Brief - an eight page supplement for men packed with essential information on fitness, fashion, motoring and the internet

Thursday

Daily Record Scotcareers – The No.1 choice for jobs in Scotland!
Record Money – A weekly guide to personal finance.

Friday

Road Record – Scotland's leading

newspaper car guide packed with up to 48 pages of advertising.

The Razz – Scotland's leading daily entertainment section, with 16 pages every Friday covering the most recent news and reviews.

Saturday

Saturday Plus – Scotland's biggest and brightest 7-day TV guide, packed with 64 pages covering the week ahead.

Saturday Homes – Weekly property guide within Saturday Plus,

packed full of inspiring property ideas and advertising.

Saturday Travel – Weekly travel guide highlighting all the latest hotspots and last-minute getaways.

The Punter – The Daily Record's informative 12-page racing and betting supplement.

Tuesday-Friday

Record Business Insider – Offering commentary on the latest business briefs, deals and share-price activity.