

Two superb sections ... one neat circulation increase

THE Scottish Mail on Sunday's new look has proved a resounding success – according to new figures from the Audit Bureau of Circulations.

Sales in January, with the sparkling new Mail on Sunday 2, were seven per cent up from December and nearly 2 per cent – more than 2,000 copies – up from January last year.

This is the biggest increase of any Sunday newspaper, and at the expense of most of our rivals which experienced

circulation falls. The Sunday Times, Scottish Sunday Express and Sunday Herald all dropped, year-on-year. In the last month alone, we have welcomed more than 8,000 new readers.

Meanwhile, there has been industry praise for The Mail on Sunday 2 incorporating Review and Travel with a brand-new Health section, nationwide Property and Brain Workout with four pages of mind-expanding puzzles.

Praise too for our 'Battle'

advertisement, which won Best Cinema Advertisement of the Year in the RAAM Management Awards 2008 last week.

Created by Bartle Bogle Hegarty, it featured battle lines of men and woman attacking with footballs, handbags, remote controlled cars and lapdogs before relaxing with copies of You and Live magazines.

'An epic piece of cinema advertising,' said sponsors Pearl & Dean.

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By **Patric**

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