



## **News Release**

June 3<sup>rd</sup>, 2009

# **MIRROR GROUP NEWSPAPERS GO LIVE ON VIO ADSEND**

**Mirror Group Newspapers' advertisers benefit from AdSEND's functionality and low costs for managed delivery of mono display and all classified advertising.**

London- Mirror Group Newspapers (MGN) has become the first client to migrate to Vio's next generation ad management and delivery service, AdSEND. The Group's publications are now live offering advertisers the superior functionality and simplicity of the world's leading web based ad delivery solution.

MGN's national titles The Daily Mirror, The Sunday Mirror and The People have a combined readership of over 8 million and have run highly successful advertising campaigns for household name products with excellent results. The UK's leading racing publication, The Racing Post, is produced by MGN and is now also live on AdSEND.

Stephen Irving, Head of Ad Production, Mirror Group said: "MGN's philosophy has always been to combine quality editorial and advertising to produce some of the best known newspapers in Britain. Our advertisers are integral to our success to date so when Vio approached us with the new AdSEND system, it was immediately apparent that migrating over would help us improve that relationship further by increasing the functionality and choice in advertising delivery for our clients".

MGN will still utilise Vio Certified Soft Proofing for all its high-end colour display advertising, but for all other advertising, the inclusion of MGN titles to AdSEND enables advertisers to take advantage of the flat price £4 per send for ads of any size. For this, the sender is assured that the file will meet MGN's print specifications.

Gavin Page, European Sales Director, Vio Worldwide: "The Mirror Group has been a Vio partner for more than 9 years and we have enjoyed a strong and productive relationship. As more and more advertisers and publishers are signing up and pushing to use the system, we are seeing evidence that many advertisers are taking advantage of the strong capabilities to fix size, ink, colour and other errors. As part of the submission process, this functionality is far quicker and cheaper than manually fixing".

The full list of MGN titles now receiving advertising deliveries through AdSEND are The Daily Mirror, The Sunday Mirror, The People, The Racing Post, Raceform Update, Racing and Football Outlook, Take It Easy, The Weekend, We Love Telly, The Ticket, The Sunday Mirror Homes and Gardens and Celebs on Sundays.

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