

CELEBRITY SECRETS

THE FAMILY ISSUE



DISTRIBUTED IN OK! MAGAZINE BUMPER PACKS WITH
NEW! AND STAR ON 22ND AUGUST 2018



Part of the *Celebrity Secrets* series distributed with *OK!* bumper packs alongside *New!* and *Star* magazine, our family-themed issue is a full-colour, oversized A4 publication. Featuring high quality editorial throughout, focusing on giving its readers the best parenting inspirations.

The 'Family Issue' will serve as their essential celebrity guide to all things family – healthy recipes, playtime, advice for busy mums on the go, beauty, parenting and homemaking.

Our aspirational features will also include celebrity trends, top tips and life

hacks to help readers achieve their family goals, whether about the house or on holiday, having fun or simply crafting a healthy home environment for the entire family to enjoy.

"OK! readers are twice as likely to be tempted to buy products that they have seen advertised"

This is the perfect shop window for your organisation to promote a strong brand message when readers are highly susceptible after having read aspirational celebrity lifestyle content.

Particularly when considering:

- OK! readers are twice as likely to be tempted to buy products that they have seen advertised
- 539,000 OK! magazine readers buy new clothes every season
- £19 million is the OK! readers' monthly combined spend on cosmetic products
- 655,000 OK! readers like to try new recipes
- 70% of OK! readers like to try out new food products
- 681,000 OK! readers went on a holiday last year, spending a total of £1 billion on their trips away.

EDITORIAL FEATURES

- CELEBRITY INTERVIEW ● HOLIDAYS & DAYS OUT ● HEALTH & WELLBEING ● FOOD & DRINK ● MONEY
- EDUCATION, LEARNING & DEVELOPMENT ● MUMS TO BE ● FASHION & BEAUTY

RATE CARD

- Double page spread £14,950
- One full colour page £9,950
- Half page £5,950
- 20% premium for advertorial features
- Digital newsletter banner £9,950

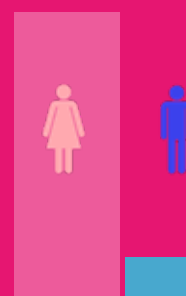
DISTRIBUTION

- 170,000 printed copies distributed with OK! magazine on Wednesday 22nd August 2018 (in all bumper packs alongside *New!* and *Star*)
- Projected readership 1.082 million*
- Distributed nationwide
- Sent to 94,000 online subscribers
- Digital ezine posted on ok.co.uk

*This is calculated on an average 6.37 readers per copy pro rata to the 170,000 distribution. Source: NRS July - Dec 2016

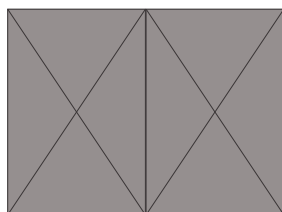
DEMOGRAPHIC

- SOCIAL GRADE ABC1s: 455,000
- AVERAGE AGE: 38
- GENDER: 89% Female, 11% Male



Source: TGI GB 2017 Q2 (Jan16 - Dec16)

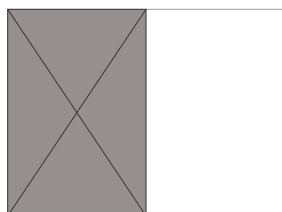
ADVERTISEMENT SIZES



DOUBLE PAGE SPREAD

DIMENSIONS

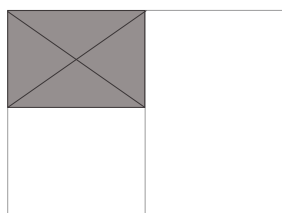
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- Bleed: W 428mm x H 308mm
4mm all round
- Type: W 400mm x H 280mm



FULL PAGE

DIMENSIONS

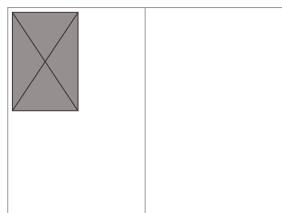
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- Bleed: W 218mm x H 308mm
4mm all round
- Type: W 190mm x H 280mm



HALF PAGE

DIMENSIONS

- Trim: W 210mm x H 145mm
- Bleed: W 218mm x H 153mm
4mm all round
- Type: W 190mm x H 125mm



QUARTER PAGE

DIMENSIONS

- Trim: W 92mm x H 134mm
- Type: W 82mm x H 124mm

SUPPLYING FINAL ARTWORK

NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. FI0818_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISO Coated V2
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 300%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold.
- Avoid using fine serif type faces, line weight must not be less than 1pt

CONTACT DETAILS

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ADVERTORIAL FEATURE REQUIREMENTS



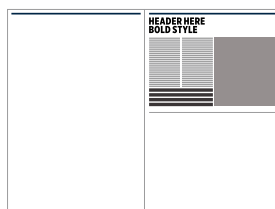
DOUBLE PAGE SPREAD

- Headline: 10-30 characters
- Main body copy: 600-800 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: Max 5 high resolution images* and company logo.



FULL PAGE

- Headline: 10-30 characters
- Main body copy: 300-400 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: Max 3 high resolution images* and company logo.



HALF PAGE

- Headline: 10-15 characters
- Main body copy: 150-200 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 2-3 high resolution images* and company logo.

ADVERTORIAL SUBMISSIONS

DESIGN PROCESS

Once all material is submitted according to specification. Hurst Media Company will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. Hurst Media Company reserve the right to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- Hurst Media Company will provide a low res PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Approval is required within 48 hours.

IMAGE SPECIFICATIONS

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.*

TERMS

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colour variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

FILE TRANSFER

Files less than 8MB can be emailed directly to jennifer@hurstmediacompany.co.uk. For larger files please call the production department on **020 3478 6016** for further information.

*Image use subject to editorial discretion and may vary depending on quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

Please note that all bookings are made subject to our terms and conditions of advertising, which are available by [clicking here](#).