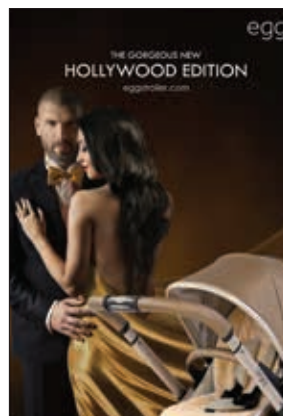
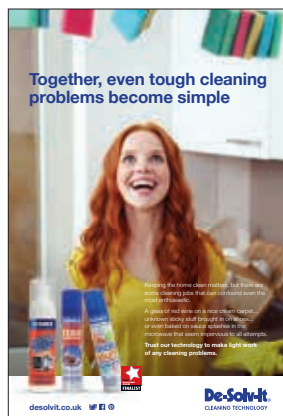


# CELEBRITY SECRETS

THE MUM & BABY ISSUE



DISTRIBUTED IN OK! MAGAZINE BUMPER PACKS WITH  
NEW! AND STAR ON 20<sup>TH</sup> JUNE 2018



Part of the *Celebrity Secrets* series distributed with OK! bumper packs alongside New! and Star magazines, our mum & baby issue is a full-colour, oversized A4 publication, featuring high-quality editorial focused on giving readers all the information they need to care for their baby.

The 'Mum & Baby' issue will serve as their essential celebrity guide to all the things they need to know to expect when they're expecting and beyond – mums to be, how to deal with the terrible twos, mum & baby fashion and life hacks sure to make this mothering business a doddle!

Our aspirational features also include celebrity trends and top tips to help readers

make the most of their pregnancy, whether that's the best ways to get a good night's sleep, nutritional advice or just ideas of how to help your child's development.

**"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 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
- MUMS TO BE
- NEW MUMS
- EDUCATION, LEARNING & DEVELOPMENT
- FASHION & BEAUTY
- LIFE HACKS
- HEALTH & WELLBEING
- NUTRITION

## RATE CARD

- Double page spread £14,950
- One full colour page £9,950
- Half page £5,950
- Digital newsletter banner £9,950

(10% premium for advertorials)

## DISTRIBUTION

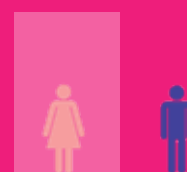
- 170,000 printed copies distributed with OK! magazine on Wednesday 20th June 2018 (in all bumper packs alongside New! and Star)
- Projected readership 1.082 million\*
- Distributed nationwide
- Sent to 94,000 online subscribers
- Digital ezine posted on ok.co.uk

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

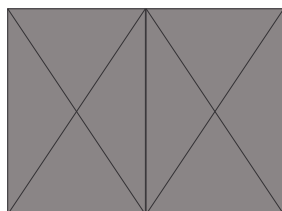
## DEMOGRAPHIC

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

Source: TGI GB 2017 Q2 (Jan16 - Dec16)



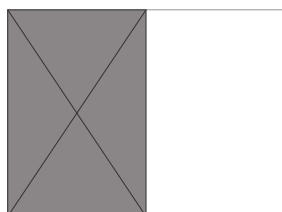
## ADVERTISEMENT SIZES



### DOUBLE PAGE SPREAD

#### DIMENSIONS

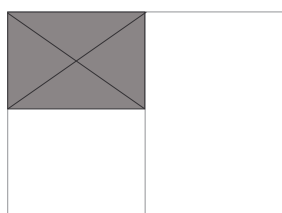
- Trim: W 420mm x H 300mm
- Bleed: W 428mm x H 308mm  
4mm all round
- Type: W 400mm x H 280mm



### FULL PAGE

#### DIMENSIONS

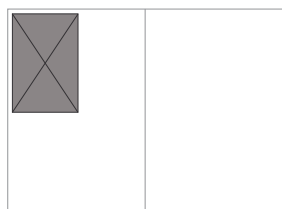
- Trim: W 210mm x H 300mm
- Bleed: W 218mm x H 308mm  
4mm all round
- Type: W 190mm x H 280mm



### 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. MB0618\_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

### ADVERT DESIGN PREMIUMS

- Advert designs (in which the client supplies images, logos and contact details) are charged at a 10% premium or a one off fee of £150, whichever is greater.  
Subject to availability.

### CONTACT DETAILS

United House, North Road  
Islington, London  
N7 9DP  
Tel: 020 3478 6017  
hurstmediacompany.co.uk  
Company number: 08375910  
VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017  
Fax: 0203 478 6018  
sales@hurstmediacompany.co.uk

### PRODUCTION DEPT.

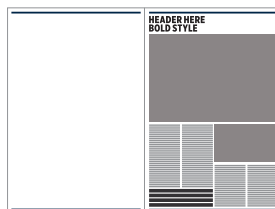
Tel: 020 3478 6016  
jennifer@hurstmediacompany.co.uk

## ADVERTORIAL FEATURE REQUIREMENTS



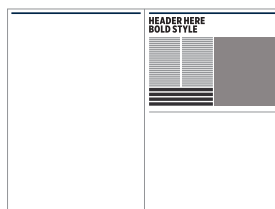
### DOUBLE PAGE SPREAD

- 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.

### ADVERTORIAL DESIGN PREMIUMS

- Templated advertorials to house style will command a 10% Premium
- Bespoke advertorials (in which Hurst Media Company supplies the copy ONLY, and all images / logos provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

### FILE TRANSFER

Files less than 8MB can be emailed directly to [jennifer@hurstmediacompany.co.uk](mailto: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](#).