

# THE CHRISTMAS CHECKLIST

Published with **THE Sun** Saturday 10<sup>th</sup> November 2018



The Christmas Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in The Sun on Saturday.

With the average Brit spending £680 on presents, more than half of their Christmas budget, and £160 on lavish food and drink, *The Christmas Checklist*, published with *The Sun*, will serve as the essential guide for providing readers with yuletide inspiration in the run up to this holiday season.

It will showcase a high-quality selection of products, services and experiences, ranging from the most festive fairs, markets and indulgent foods, to gorgeous gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

British families spent an average of £1149 on Christmas in 2017 and 64% admitted that they overspent last year, which means that *The Christmas Checklist*, published in the lead up to the festive season, is the perfect vehicle for showcasing your company's products to the audience of the number one selling newspaper in the UK.

### THE CHRISTMAS CHECKLIST

Get into the Christmas spirit with these festive fairs, markets and indulgent food offerings, as well as gorgeous gifts, tipples, fashion and travel

#### High-quality artisan wines for a very merry Christmas

AS MICHARDIEN C&S releases a new range of artisan wines, it's the perfect time to celebrate the festive season with a glass of something special. The range includes a selection of wines from the UK, France, Italy and Spain, all of which are produced by small, family-run wineries. These wines are not only delicious, but they also support the local economy and are a great way to show your appreciation for the hard work of the winemakers. For more information on the range, visit [www.michardien.co.uk](#)

#### The perfect pudding to add a bit of magic to your Christmas

PRO BAKERIES LTD has a new range of Christmas puddings, each with its own unique flavour. From the classic fruit and nut to the more adventurous chocolate and orange, there's something for everyone. These puddings are made with the finest ingredients and are a true treat for the senses. For more information on the range, visit [www.probakeries.co.uk](#)

#### The best Christmas market for that unbeatable festive feel

THE SUN'S GUIDE TO THE BEST CHRISTMAS MARKETS IN THE UK. From the traditional markets of London to the more modern ones of Manchester and Birmingham, there's a market for everyone. Each market offers a unique experience, from the food and drink to the shopping and the atmosphere. For more information on the markets, visit [www.sun.co.uk/christmas-markets](#)

#### Why fake it when you can have a real fir Christmas

THE SUN'S GUIDE TO THE BEST REAL FIR TREES IN THE UK. From the traditional markets to the more modern ones, there's a market for everyone. Each market offers a unique experience, from the food and drink to the shopping and the atmosphere. For more information on the markets, visit [www.sun.co.uk/christmas-markets](#)

#### Artisan chocolates to treat that special person in your life

THE SUN'S GUIDE TO THE BEST ARTISAN CHOCOLATES IN THE UK. From the traditional markets to the more modern ones, there's a market for everyone. Each market offers a unique experience, from the food and drink to the shopping and the atmosphere. For more information on the markets, visit [www.sun.co.uk/christmas-markets](#)

#### Celebrate in style and up your winter fashion game

THE SUN'S GUIDE TO THE BEST WINTER FASHION IN THE UK. From the traditional markets to the more modern ones, there's a market for everyone. Each market offers a unique experience, from the food and drink to the shopping and the atmosphere. For more information on the markets, visit [www.sun.co.uk/christmas-markets](#)

#### Tuck into the best quality roast this festive season

THE SUN'S GUIDE TO THE BEST ROASTS IN THE UK. From the traditional markets to the more modern ones, there's a market for everyone. Each market offers a unique experience, from the food and drink to the shopping and the atmosphere. For more information on the markets, visit [www.sun.co.uk/christmas-markets](#)

#### Take the family to visit Santa in Lapland this year

THE SUN'S GUIDE TO THE BEST SANTA VISITS IN THE UK. From the traditional markets to the more modern ones, there's a market for everyone. Each market offers a unique experience, from the food and drink to the shopping and the atmosphere. For more information on the markets, visit [www.sun.co.uk/christmas-markets](#)

#### Wondering what to get the kids for Christmas this year?

THE SUN'S GUIDE TO THE BEST TOYS IN THE UK. From the traditional markets to the more modern ones, there's a market for everyone. Each market offers a unique experience, from the food and drink to the shopping and the atmosphere. For more information on the markets, visit [www.sun.co.uk/christmas-markets](#)

#### The seasonal spirit for your festive celebrations

THE SUN'S GUIDE TO THE BEST FESTIVE DRINKS IN THE UK. From the traditional markets to the more modern ones, there's a market for everyone. Each market offers a unique experience, from the food and drink to the shopping and the atmosphere. For more information on the markets, visit [www.sun.co.uk/christmas-markets](#)

#### We've teamed up with Botany Bay to offer one lucky reader the chance to win £250 to spend on Christmas decorations!

THE SUN'S GUIDE TO THE BEST CHRISTMAS DECORATIONS IN THE UK. From the traditional markets to the more modern ones, there's a market for everyone. Each market offers a unique experience, from the food and drink to the shopping and the atmosphere. For more information on the markets, visit [www.sun.co.uk/christmas-markets](#)

## Particularly Considering

- *The Sun* reaches over 40 million readers per month
- *The Sun* is the number one selling newspaper in the UK, with 18 papers sold a second
- 36% of regular *Sun* readers say they take action after seeing adverts
- 24% of *Sun* readers talk about a beauty brand every day

**3.4m**  
Daily print readership of The Sun

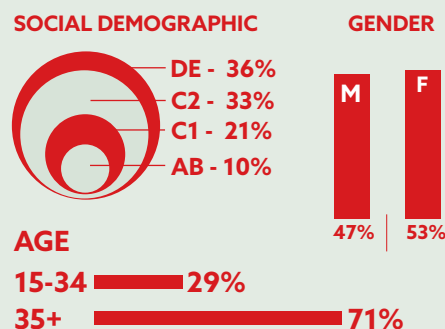
### RATE CARD

- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**  
(Advertorial or Advert)

### DISTRIBUTION

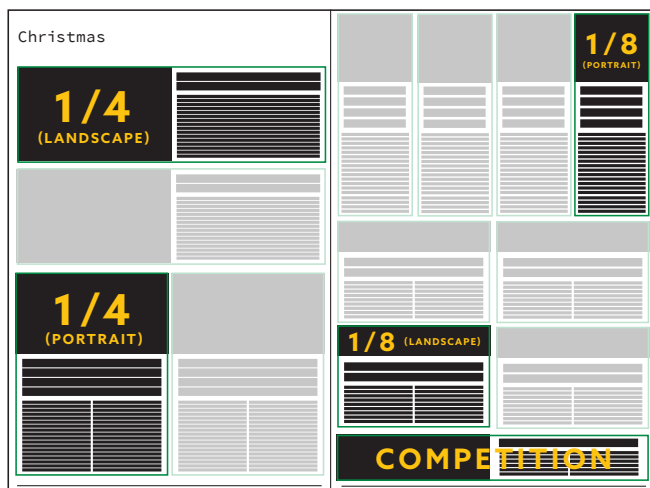
- 1,451,584 copies of The Times published on a Saturday
- 3,406,000 average Saturday readership
- Distributed UK wide

### DEMOGRAPHICS



## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.  
EXACT LAYOUT SUBJECT TO CHANGE



### QUARTER PAGE

Landscape - 269x66mm  
Portrait - 133x136mm

### EIGHTH PAGE

Landscape - 133x66mm  
Portrait - 64x136mm

|                       |                                             |                       |                                           |
|-----------------------|---------------------------------------------|-----------------------|-------------------------------------------|
| <b>Headline</b>       | Written in house                            | <b>Headline</b>       | Written in house                          |
| <b>Main body copy</b> | 160 - 250 words supplied in a word document | <b>Main body copy</b> | 60 - 90 words supplied in a word document |
| <b>Contact</b>        | Website, Phone number                       | <b>Contact</b>        | Website, Phone number                     |
| <b>Images</b>         | 1 - 2 high resolution images*               | <b>Images</b>         | 1 high resolution image*                  |

## SUPPLYING CONTENT

### NAMING FILES

Content should be supplied clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg.S\_CC1118\_YOURCLIENTNAME.pdf

### IMAGE SPECIFICATIONS\*

- All images are high resolution (at least 300dpi) & CMYK colour.
- CMYK JPEGS
- We can not use images from a client website as these are too low resolution to print

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

### COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format.

### 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:  
**+44 (0) 20 478 6016**

### CONTACT DETAILS

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[jennifer@hurstmediacompany.co.uk](mailto:jennifer@hurstmediacompany.co.uk)

## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.  
EXACT LAYOUT SUBJECT TO CHANGE



### THIRD PAGE

Landscape - 269x89mm  
Portrait - 133x182mm

### SIXTH PAGE

Landscape - 133x90mm  
Portrait - 64x182mm

|                       |                                             |                       |                                             |
|-----------------------|---------------------------------------------|-----------------------|---------------------------------------------|
| <b>Headline</b>       | Written in house                            | <b>Headline</b>       | Written in house                            |
| <b>Main body copy</b> | 200 - 300 words supplied in a word document | <b>Main body copy</b> | 120 - 150 words supplied in a word document |
| <b>Contact</b>        | Website, Phone number                       | <b>Contact</b>        | Website, Phone number                       |
| <b>Images</b>         | 1 - 3 high resolution images*               | <b>Images</b>         | 1 high resolution image*                    |

### COMPETION 269x42mm

|                       |                  |                |                               |
|-----------------------|------------------|----------------|-------------------------------|
| <b>Headline</b>       | Written in house | <b>Contact</b> | Website, Phone number         |
| <b>Prize</b>          | Prize and value  | <b>Images</b>  | 1 - 3 high resolution images* |
| <b>Main body copy</b> | 50 - 70 words    |                |                               |

## SUPPLYING CONTENT

### DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout/design your advertorial slot 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 changes or to make grammatical changes and corrections to ensure it meets house style.

### APPROVALS & AMENDMENTS

- Hurst Media Company will provide a 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/approval/records only.
- As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

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.

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

\* Image use subject to editorial discretion and may vary depending quality, size and layout.

Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

