

THE CHRISTMAS CHECKLIST

Published with **THE Sun** Saturday 10th 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 award-winning wines, perfect for any occasion. For more information, visit www.michardien.co.uk

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

PRO ALBERT VOLLBERGER has the perfect recipe for a festive pudding. It's a simple recipe that anyone can make, and it's guaranteed to be a hit. For more information, visit www.proalbertvollberger.co.uk

The best Christmas market for that unbeatable festive feel

PECA BENTONBERGER has the perfect guide to the best Christmas markets in the UK. It's a comprehensive guide that will help you find the perfect market for your needs. For more information, visit www.peca.co.uk

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

PRO ALBERT VOLLBERGER has the perfect guide to the best Christmas trees in the UK. It's a comprehensive guide that will help you find the perfect tree for your needs. For more information, visit www.proalbertvollberger.co.uk

Artisan chocolates to treat that special person in your life

AS MICHARDIEN C&S releases a new range of artisan chocolates, it's the perfect time to treat that special person in your life. The range includes a selection of award-winning chocolates, perfect for any occasion. For more information, visit www.michardien.co.uk

Celebrate in style and up your winter fashion game

AS MICHARDIEN C&S releases a new range of winter fashion, it's the perfect time to celebrate in style. The range includes a selection of award-winning clothing, perfect for any occasion. For more information, visit www.michardien.co.uk

Tuck into the best quality roast this festive season

AS MICHARDIEN C&S releases a new range of festive roasts, it's the perfect time to tuck into the best quality roast this festive season. The range includes a selection of award-winning roasts, perfect for any occasion. For more information, visit www.michardien.co.uk

Take the family to visit Santa in Lapland this year

AS MICHARDIEN C&S releases a new range of festive experiences, it's the perfect time to take the family to visit Santa in Lapland this year. The range includes a selection of award-winning experiences, perfect for any occasion. For more information, visit www.michardien.co.uk

The seasonal spirit for your festive celebrations

AS MICHARDIEN C&S releases a new range of festive decorations, it's the perfect time to get the seasonal spirit for your festive celebrations. The range includes a selection of award-winning decorations, perfect for any occasion. For more information, visit www.michardien.co.uk

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

AS MICHARDIEN C&S releases a new range of festive experiences, it's the perfect time to win £250 to spend on Christmas decorations. The range includes a selection of award-winning experiences, perfect for any occasion. For more information, visit www.michardien.co.uk

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

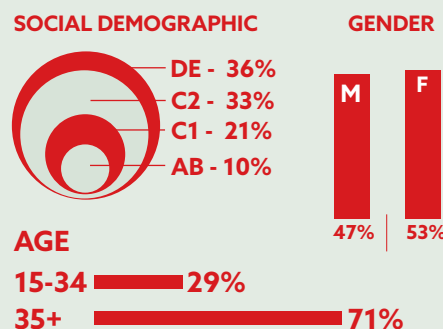
RATE CARD

- Third page **£12,000**
- Quarter page **£9,000**
- Sixth Page **£6,500**
- Eighth page **£5,000**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

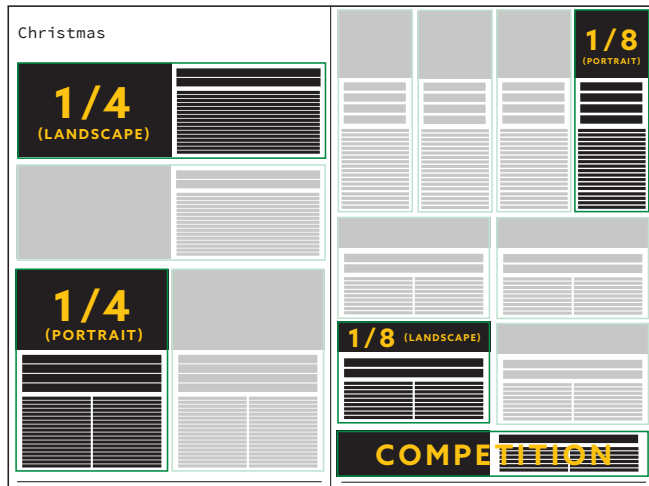
- 1,451,584 copies of The Sun published on a Saturday
- 3,406,000 average Saturday readership
- Distributed UK wide

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

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

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
Company number: 08357910
VAT number: 161866882

MEDIA SALES

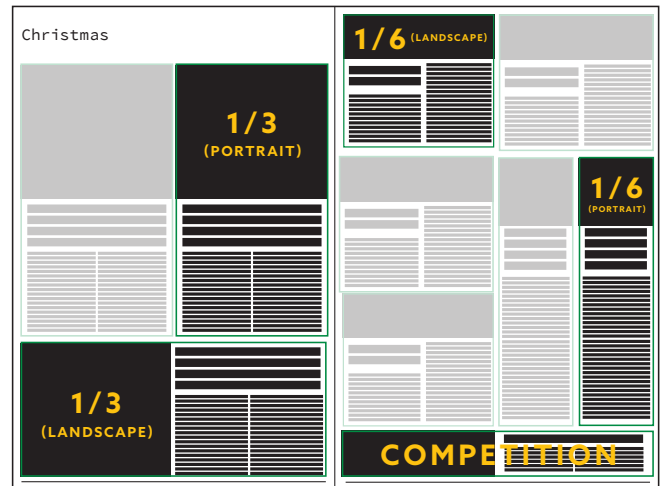
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

Tel: 0203 478 6016
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

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

COMPETITION 269x42mm

Headline	Written in house	Contact	Website, Phone number
Prize	Prize and value	Images	1 - 3 high resolution images*
Main body copy	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

