

UK Travel, Days Out & Attractions *checklist*



PUBLISHED WITH  ON SATURDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **UK Travel, Days Out & Attractions Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Sun*.

The Sun is Britain's No.1 selling newspaper in the UK, selling 18 copies a second. As a brand, it reaches over 33 million adults each month. *The Sun* readers went on 8.2 million trips around the UK in the last year. They are always interested in getting value for their money - and particularly so when it comes to their family.

The **UK Travel, Days Out & Attractions Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.

Published at the start of the school summer holidays, a time when families are looking for activities to keep the children entertained, the **UK Travel, Days Out & Attractions Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family days out, travel and attractions.

PARTICULARLY CONSIDERING

- 54% of *Sun* readers say they enjoy planning holidays
- £4.4 billion spent on holidays by *Sun* readers in the last 12 months
- Some 404,000 *Sun* readers have a family income over £50k

Wicked: London theatre break - hotel and ticket - two days from just £139

WICKED TELLS THE untold story of an unlikely but powerful friendship between two young women who are destined to become the most powerful women in the world. Book online www.wicked.co.uk or call 0203 010 9196

Enjoy London life - stay at Strand Palace!

STAND PALACE IS CONSIDERED BY THE BBC as one of the best hotels in London. It's a five-star hotel with a five-star service. The hotel is located in the heart of London, just a short walk from the Strand and the River Thames. It's a perfect location for a family stay. Book online www.strandpalace.co.uk or call 0203 010 9196

Build your confidence among the tree tops!

Go to the top of the world's tallest tree house. The tree house is built in the heart of a forest, and it's a perfect place to build your confidence. Book online www.goape.co.uk or call 0203 010 9196

Save on days out with a £1 Kids Pass trial!

With a £1 Kids Pass trial, you can save on days out. The pass is valid for 10 days, and it's a perfect way to save on family days out. Book online www.kidspass.co.uk or call 0203 010 9196

Have a Dreamland family day down in Margate

Have a family day down in Margate. The beach is perfect for a family day out, and it's a perfect place to build your confidence. Book online www.dreamland.co.uk or call 0203 010 9196

Make St Pancras your must-visit destination

Make St Pancras your must-visit destination. The hotel is a perfect place to build your confidence. Book online www.stpancras.co.uk or call 0203 010 9196

Flip Out family fun - buy a one hour session and get a second hour free

Flip Out family fun - buy a one hour session and get a second hour free. The session is perfect for a family day out, and it's a perfect place to build your confidence. Book online www.flipout.co.uk or call 0203 010 9196

3.2m

Saturday print readership of *The Sun*

404k

of *Sun* readers have a family income over £50k

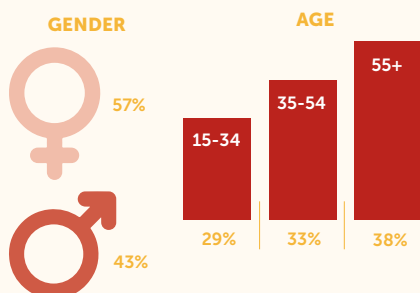
36%

of regular *Sun* readers say they take action after seeing adverts

More under **35s**

read *The Sun* than the 3 main leading competitors combined

DEMOGRAPHICS



DISTRIBUTION

- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

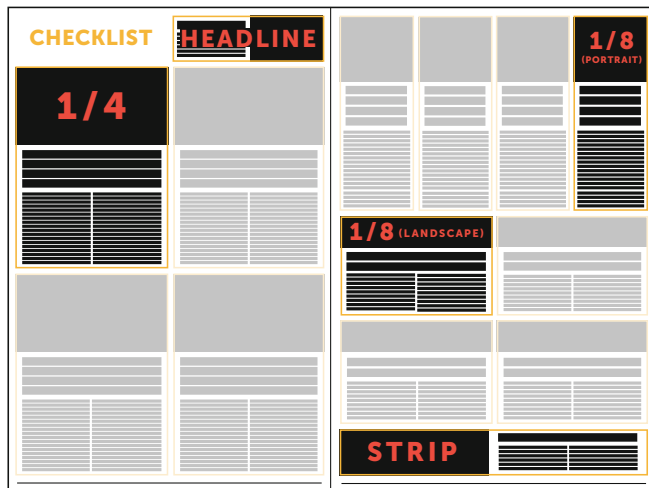
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,750
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 132 x 136.6 mm

Total word count 200-250 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

EIGHTH PAGE

Landscape: 132 x 66.25 mm

Portrait: 64 x 136.6 mm

Total word count 70-100 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

STRIP Landscape: 268 x 42.5 mm

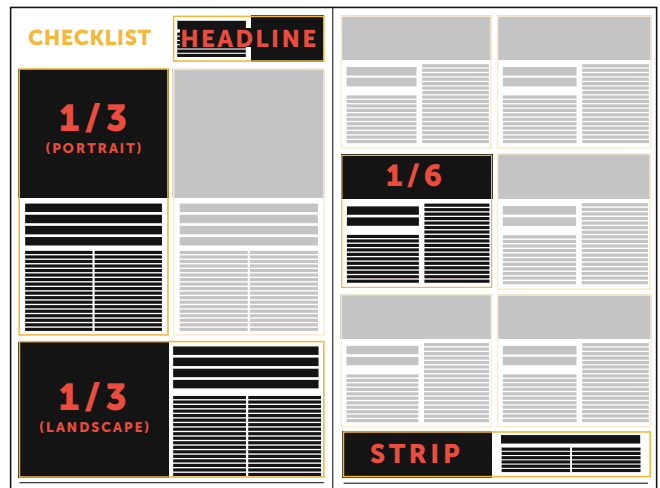
Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 268 x 89.7 mm

Portrait: 183.6 x 132 mm

Total word count 200-300 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2-3 images + logo

SIXTH PAGE

Landscape: 132 x 89.7 mm

Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 image + logo

HEADLINE Landscape: 134 x 42.5 mm

Total word count 60-80 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be **subedited by Hurst Media's editorial team**. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

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

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

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UK Travel, Days Out & Attractions Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Sun*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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