

CHRISTMAS

checklist

PUBLISHED WITH **SUNDAY Mirror** ON SUNDAYS

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



The **Christmas Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the *Sunday Mirror*.

With *Sunday Mirror* readers admitting to spending on average £342 on Christmas presents, the **Christmas Checklist** will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

As *Sunday Mirror* readers are 46% more likely to buy gifts for 15 people or more, the **Christmas Checklist**, published at the most popular time to start present planning, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

PARTICULARLY CONSIDERING

- 912k readers are main shoppers
- 56% of *Sunday Mirror* readers go to a Christmas market
- 58% of *Sunday Mirror* readers spend more than £100 on food, drink and entertaining

ADVERTISING: Indulge this Christmas with premium brands. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: Festive delicacies infused with juniper. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: Gift more for less at ICON Outlet at The O2. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: Christmas cocktails and street food in London's snow-covered Winter Forest. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: Winter cruises with a difference. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: Broadgate. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: SodaStream unveils limited-edition Spirit Gold. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: Discover true sound at home. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: Treat loved ones and celebrate the most wonderful time of the year with these luxury gift sets. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: Discover a world of festive holiday gifts. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: Children's clothing. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

ADVERTISING: Discover a world of festive holiday gifts. **CHRISTMAS checklist** For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and winter getaways.

1.1m

readership of
Sunday Mirror

69%

of readers are
ABC1C2

Readers spend

48

minutes on average
reading the paper

55%

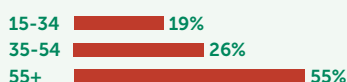
of readers are
55 and over

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- *Sunday Mirror* has a circulation of 436,000
- 1,151,000 is the average readership
- Distributed UK wide

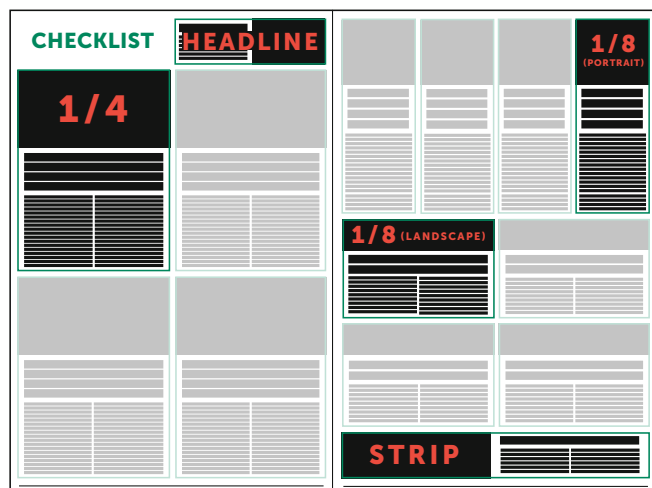
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
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: 131.5 x 137.7 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: 131.5 x 67 mm

Portrait: 63.9 x 137.7 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: 267 x 42.5 mm

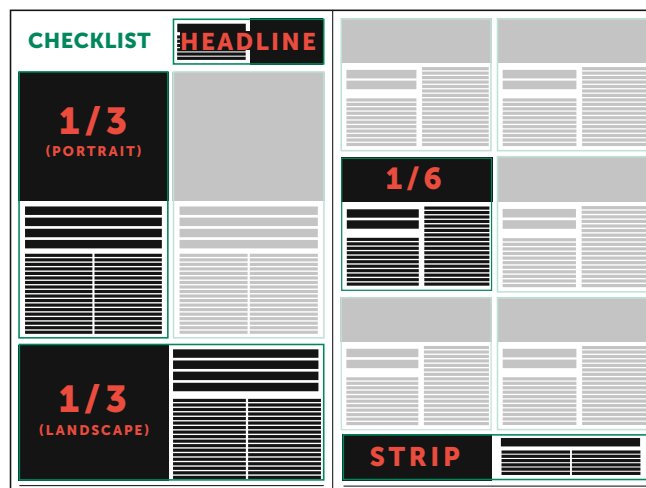
Total word count 120-150 words

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: 267 x 90.4 mm

Portrait: 131.5 x 185 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: 131.5 x 90.4 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: 131.5 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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Christmas Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Mirror*

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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