

The collage consists of four overlapping newspaper front pages from the United Kingdom. The top-left page is the **SUNDAY Mirror** (dated 10 FEBRUARY 2020) with the headline **HARRY & MEGHAN DEAL SHOCK**. The top-right page is the **SUNDAY Mirror** (dated 16 FEBRUARY 2020) with headlines including **I fear this virus will kill me**, **Freebush February**, **Willy Rowley has to hang fire on her homefront**, and **CHARLES IN ECO CONTROVERSY**. The bottom-left page is the **SUNDAY Mirror** (dated 10 FEBRUARY 2020) with the headline **QUEEN ORDERS A HARD MEGXIT**. The bottom-right page is the **DAILY MAIL** (dated 10 FEBRUARY 2020) with the headline **CARBON FOOTPRINCE**. Each page features various photographs of public figures and news-related images.

SUNDAY Mirror 10 FEBRUARY 2020
HARRY & MEGHAN DEAL SHOCK

SUNDAY Mirror 16 FEBRUARY 2020
I fear this virus will kill me
Freebush February
Willy Rowley has to hang fire on her homefront
CHARLES IN ECO CONTROVERSY

SUNDAY Mirror 10 FEBRUARY 2020
QUEEN ORDERS A HARD MEGXIT

DAILY MAIL 10 FEBRUARY 2020
CARBON FOOTPRINCE

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

It showcases a high-quality selection of products and services, ranging from over-the-counter remedies, specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness solutions and homecare and mobility options.

- 912k readers are main shoppers
- *The Mirror* boasts a mature readership with an average age of 58
- Some 633,050 *Sunday Mirror* readers are over the age of 55

Health and Wellness checklist

Keep your pet proactive and go to the vet regularly.
 Have a variety of diets for your aging - healthy

Love, safety and expectations

JOHN MURPHY'S 10 commandments have again been about the most important things to know for the safety of your dog.
 Visit www.usd.com for more information.

The Slender way to reduce cravings and help you lose weight

PHOTON WORLD has BEEN INTRODUCING new weight loss products that are designed to help you lose weight.
 The Photon World is a new, healthy, safe, and effective way to lose weight.
 Photon World is a new, healthy, safe, and effective way to lose weight.
 Photon World is a new, healthy, safe, and effective way to lose weight.

To help you kickstart your health and reduce 40% off your total cost

Phyto-Kinase
 To help you kickstart your health and reduce 40% off your total cost.
 Phyto-Kinase is a new, healthy, safe, and effective way to lose weight.
 Phyto-Kinase is a new, healthy, safe, and effective way to lose weight.

When blisters strike, carry on with Compeed

ALMOST A QUARTER OF ALL INJURY VISITS TO AMERICAN EMERGENCY ROOMS ARE CAUSED BY BUBBLES.
 Compeed is a new, healthy, safe, and effective way to lose weight.
 Compeed is a new, healthy, safe, and effective way to lose weight.

High-quality contact lenses at affordable prices delivered straight to your door

DR. JAMES W. HARRIS, D.O. is a board-certified ophthalmologist with over 20 years of experience.
 Dr. Harris is a board-certified ophthalmologist with over 20 years of experience.
 Dr. Harris is a board-certified ophthalmologist with over 20 years of experience.

Knee pain sufferers unite with Neo G

Neo G is a new, healthy, safe, and effective way to lose weight.
 Neo G is a new, healthy, safe, and effective way to lose weight.
 Neo G is a new, healthy, safe, and effective way to lose weight.

Make your vision better...

VisionDirect
 VisionDirect is a new, healthy, safe, and effective way to lose weight.
 VisionDirect is a new, healthy, safe, and effective way to lose weight.
 VisionDirect is a new, healthy, safe, and effective way to lose weight.

Treat your swallowing and reflux problems

ABOUT 10% OF THE AMERICAN POPULATION has a swallowing or reflux problem.
 About 10% of the American population has a swallowing or reflux problem.
 About 10% of the American population has a swallowing or reflux problem.

Why protein should be top of your priority list

AS PART OF YOUR HEALTHY LIFESTYLE, PROTEIN IS AN ESSENTIAL NUTRIENT.
 As part of your healthy lifestyle, protein is an essential nutrient.
 As part of your healthy lifestyle, protein is an essential nutrient.

Making iron better...

IRON DEFICIENCY IS A COMMON PROBLEM.
 Iron deficiency is a common problem.
 Iron deficiency is a common problem.

Looking to build your own home gym?

IF YOU'RE LOOKING FOR A NEW HOME GYM, YOU'VE COME TO THE RIGHT PLACE.
 If you're looking for a new home gym, you've come to the right place.
 If you're looking for a new home gym, you've come to the right place.

The right way to take CBD

IF YOU'RE LOOKING FOR A NEW HOME GYM, YOU'VE COME TO THE RIGHT PLACE.
 If you're looking for a new home gym, you've come to the right place.
 If you're looking for a new home gym, you've come to the right place.

satipharm CBD

Satipharm CBD is a new, healthy, safe, and effective way to lose weight.
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- 912k readers are main shoppers
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minutes on average
reading the paper

of readers are
55 and over

55+ 71%

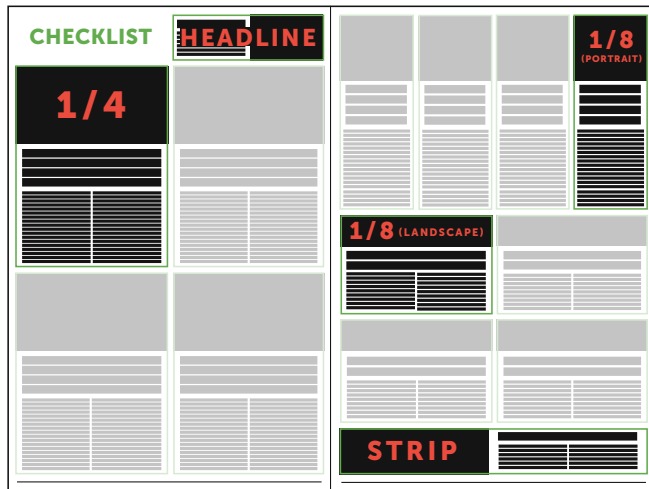
- *Sunday Mirror* has a circulation of 436,000
- 1,151,000 is the average readership
- Distributed UK wide

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

Facts and figures from Reach PLC, ABC or PAMCo

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

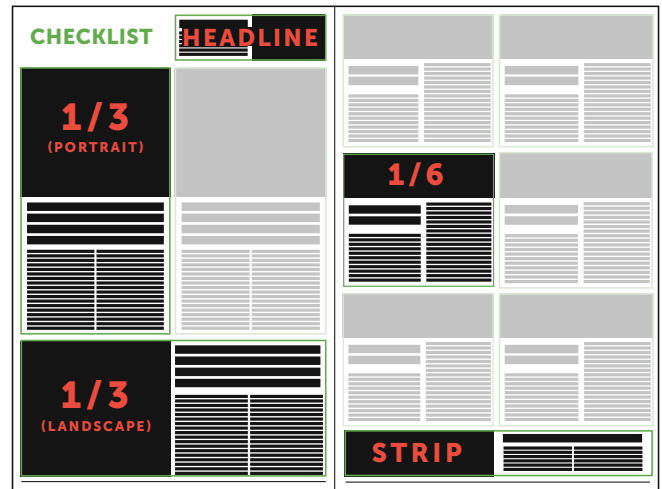
Total word count 120-150 words

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

Hurst Media Company, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

Health & Wellbeing 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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HURST MEDIA
The UK's trusted media partner