

Retirement Planning

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)

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

The *Sunday Mirror* boasts a mature readership, with 633,050 of its readers over the age of 55. **Retirement Planning Checklist** will therefore serve as the essential guide for these readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement.

It showcases a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published in the *Sunday Mirror*, **Retirement Planning Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

PARTICULARLY CONSIDERING

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

Retirement Planning checklist

Plan for your retirement so that you won't need to ask your family for help. Find out how to plan for your retirement, including pension options, health insurance and legal advice.

In need of surgery? Why wait?

At 65, you may need surgery. But why wait? The *Regenerate* programme can help you get the surgery you need, when you need it. Find out how *Regenerate* can help you at regenerate.co.uk

Discover what's waiting to meet you with a Danbury Campervan

ALL ONE OF THE BEST IDEAS FOR your retirement is to have a campervan. Danbury Campervans can help you find the perfect campervan for your needs. Find out how Danbury Campervans can help you at danburycampervans.co.uk

Knee pain sufferers unite with Neo G

NEO G is a revolutionary new knee brace that can help you get back on your feet. Find out how Neo G can help you at neog.co.uk

Regenerate your body!

At 65, you may need surgery. But why wait? The *Regenerate* programme can help you get the surgery you need, when you need it. Find out how *Regenerate* can help you at regenerate.co.uk

Are you one of 58% of people yet to make a Will?

58% of people over 65 have not made a Will. That's a lot of people who are not protected. Find out how *Will* can help you at will.co.uk

Inspired choices for retirement living

At 65, you may want to move. But where? *Inspired* can help you find the perfect retirement home for you. Find out how *Inspired* can help you at inspired.co.uk

Take control of your pension savings with an online plan

At 65, you may want to take control of your pension savings. *Pension* can help you do that. Find out how *Pension* can help you at pension.co.uk

Treat your swallowing and reflux problems

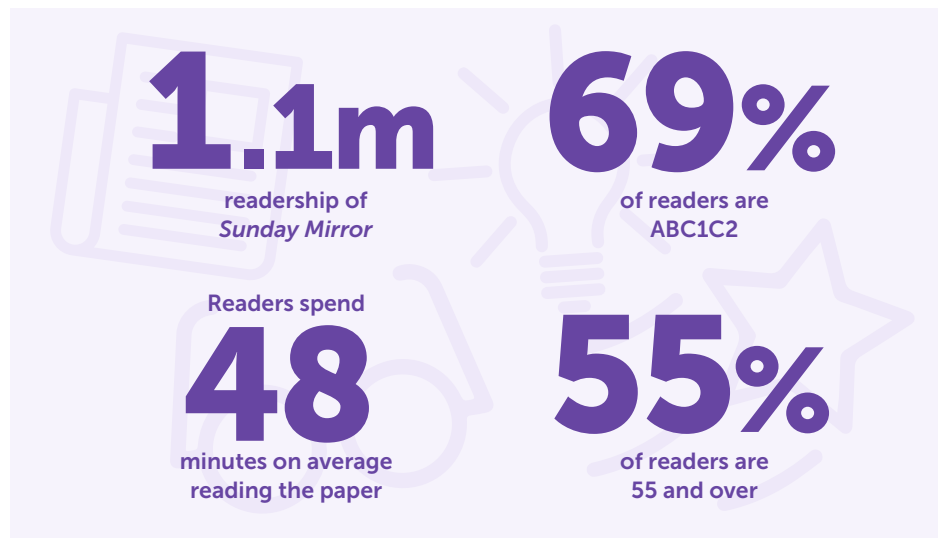
At 65, you may have swallowing and reflux problems. *IQoro* can help you treat them. Find out how *IQoro* can help you at iqoro.co.uk

Feel safe on your stairs with an Acorn Stairlift

At 65, you may want to feel safe on your stairs. *Acorn* can help you do that. Find out how *Acorn* can help you at acorn.co.uk

Living the retirement you've longed for

At 65, you may want to live the retirement you've longed for. *SunLife* can help you do that. Find out how *SunLife* can help you at sunlife.co.uk



DEMOGRAPHICS

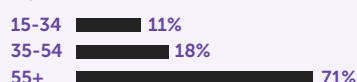
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

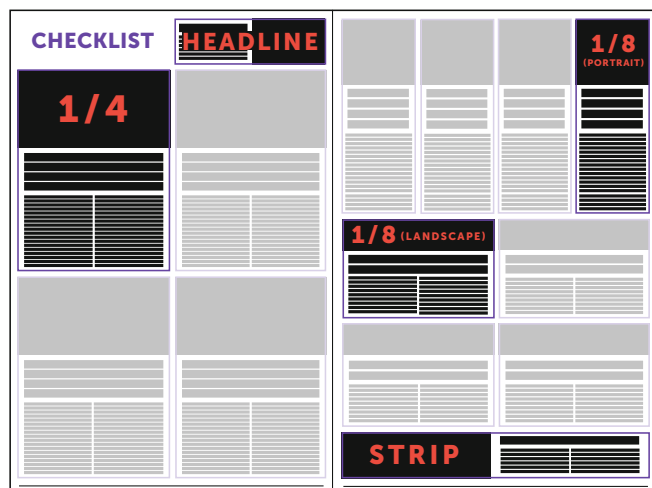
RATE CARD

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

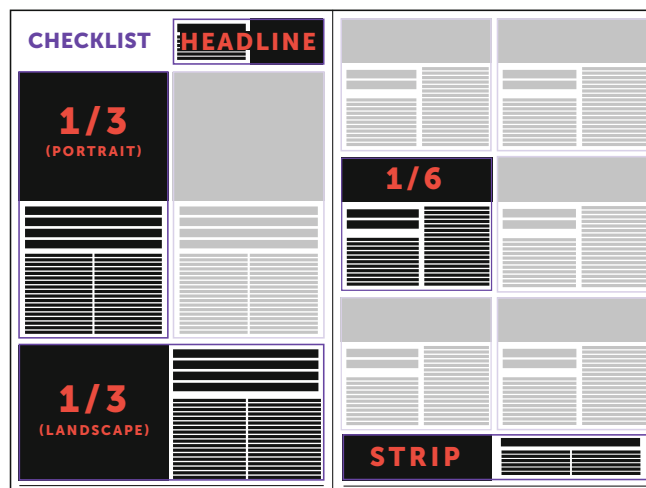
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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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Retirement Planning Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Mirror*

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