

THE Valentine's Day CHECKLIST

PUBLISHED WITH **The Mail** ON SUNDAY 3RD FEBRUARY 2019



The Valentine's Day Checklist is a full-colour, tabloid-sized double page spread of advertorial content published in *The Mail on Sunday*.

The *Mail on Sunday* reaches the affluent middle classes, and is very much a leisure read, absorbed at the weekend, and helps many readers plan future leisure time and activities. As such, it is the ideal place to reach those considering something special for their loved one on 14 February. The feature showcases a high-quality selection of restaurants, spas, hotels, food & drink ideas, florists, and gift inspirations for Valentine's Day.

Published at a peak time when consumers are making their buying decisions - The Valentine's Day Checklist is the perfect shop window for brands and organisations to benefit from an affluent, wealthy audience who, when presented with up-to-date information and ideas, like to spend their money on celebrating their relationship with their other half in fine style, with no expense spared.

PARTICULARLY CONSIDERING

- 64% of readers are in ABC1 socio-economic groups.
- 28% of readers are in AB socio-economic groups.
- 80% of readers are aged 45-plus
- 74% of readers live in the affluent South of England

2.7m
average readership
of *The Mail on Sunday*

Average time
spent reading is
68
minutes

79%
choose to only read a
weekend newspaper

80%
are over 45
years of age

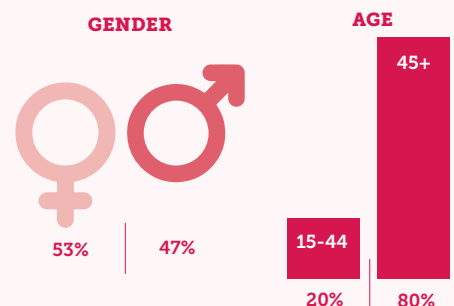
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
Eighth page	£5,000
Competition Partnership (Advertorial or Advert)	POA

DISTRIBUTION

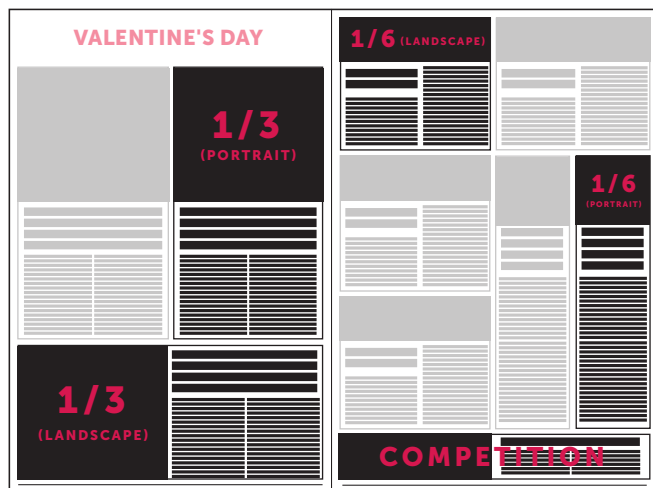
- 1,038,743 circulation (ABC Nov 2018)
- 2,736,000 average issue readership (Feb-July 2018 six-month average)
- Distributed UK wide

DEMOGRAPHICS



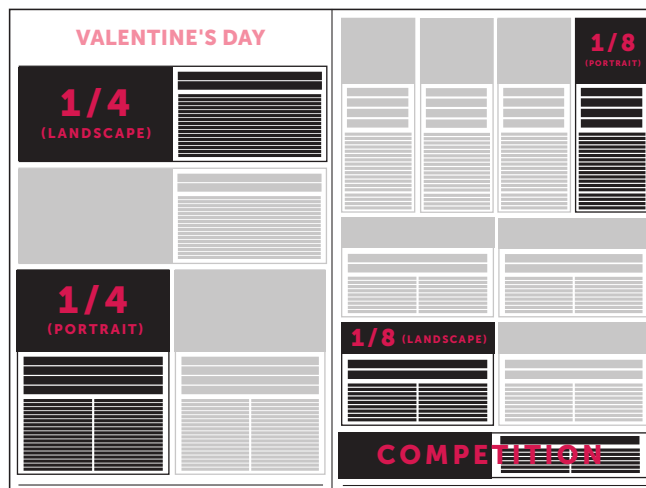
1/3 , 1/6 FEATURE REQUIREMENTS

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



1/4 , 1/8 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 273 x 90.4 mm
Portrait: 134.5 x 198.4 mm

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

SIXTH PAGE

Landscape: 134.5 x 97.2 mm
Portrait: 65.25 x 198.4 mm

QUARTER PAGE

Landscape: 273 x 72 mm
Portrait: 134.5 x 147.8 mm

Headline	Written in-house	Headline	Written in-house
Main body copy	160-250 words	Main body copy	60-90 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

EIGHTH PAGE

Landscape: 134.5 x 72 mm
Portrait: 65.25 x 147.8 mm

COMPETITION : 273 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	1-3 high resolution images*
Prize	Prize and value						

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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. Colour 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 production@hurstmediacompany.co.uk

For larger files please send to production@hurstmediacompany.co.uk via wetransfer.com. Please clarify in your message your company name, publication and on sale date as per your booking.

DESIGN PROCESS

Once all material is submitted according to specification, **Hurst Media Company** will layout 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 rounds of amendments before final approval is required
- 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 are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

* 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.

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.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk



**HURST
MEDIA
COMPANY**