

THE Valentine's Day CHECKLIST



PUBLISHED WITH **THE Sun** ON SATURDAY 2ND FEBRUARY 2019

The Valentine's Day Checklist is a full-colour, tabloid-sized double page spread of advertorial content published in *The Sun*. *The Sun* is one of Britain's most famous and widely consumed media brands, reaching almost 8 million readers in the UK every day.

Its readers are highly responsive, with 50% of them more likely to make a purchase from seeing an advert in the newspaper. With more readers under 35 than its three main competitors combined, *The Sun* is an ideal place to reach those considering something special for their loved one on 14 February. The feature showcases a 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 businesses to benefit from loyal and active readers. When presented with up-to-date information and ideas, members of *The Sun*'s audience like to splash their cash and celebrate their relationship in style.

PARTICULARLY CONSIDERING

- *The Sun* is the UK's no. 1 selling newspaper
- 4.1 million *Sun* readers have visited a cultural or live performance event over the last year
- *Sun* readers spent over £5bn on holidays and short breaks in the last year
- *Sun* readers have spent over £1 billion on home entertainment in the past year
- 24% of *Sun* readers talk about a beauty brand every day

The grid contains 12 small advertisements for Valentine's Day. Each ad has a title in Latin and a corresponding image. The ads are arranged in a 3x4 grid. The titles include: 'Xima sus non seque voletem', 'Optim facepuda cum velescit ut acere', 'Anis corum notius molupatem inuipa', 'Bus. Pudis endamus, omniul lacerpa a', 'Main imperchit enis', 'Id que eum fuga. Ipsus voletem qu', 'Xim lit eos doliit', 'Tem idunt, tendamu scipit chitas si seque', 'Aliaecatpans unt facotem viditit', 'In est voluptate veram quam cum eos eaque', 'Xim lit eos doliit', 'Tem idunt, tendamu scipit chitas si seque', 'Aliaecatpans unt facotem viditit', 'In est voluptate veram quam cum eos eaque'.

3m

Daily readership of *The Sun*

50%

are more likely to purchase something as a result of seeing an advert

404k

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

71%

are over 35 years of age

RATE CARD

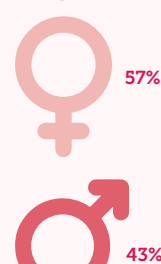
| | |
|---|---------|
| Third page | £12,000 |
| Quarter page | £9,000 |
| Sixth page | £6,500 |
| Eighth page | £5,000 |
| Competition Partnership (Advertorial or Advert) | POA |

DISTRIBUTION

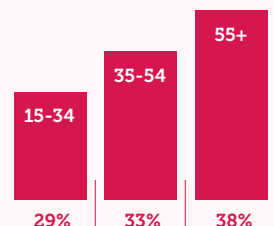
- 1,403,779 circulation (ABC Dec 2018)
- 3,082,000 average issue readership
- Distributed UK wide

DEMOGRAPHICS

GENDER

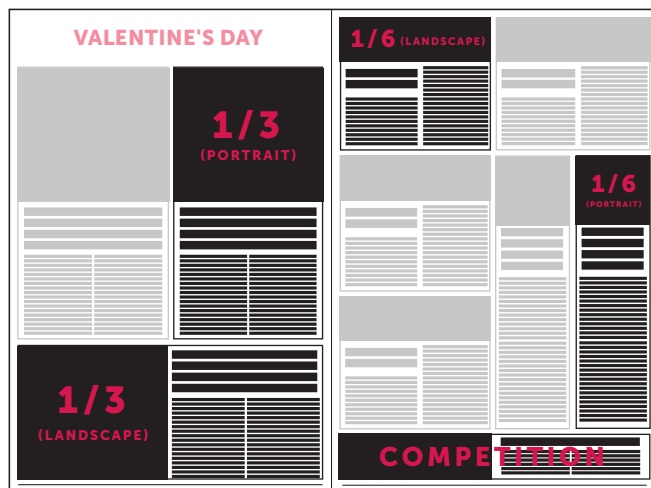


AGE



1/3 , 1/6 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

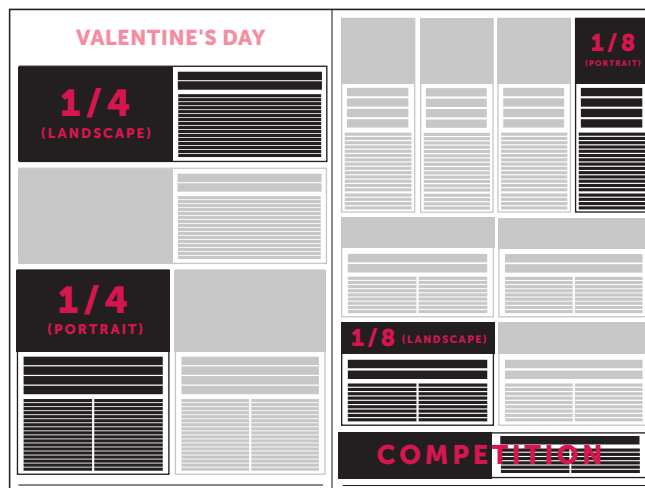
Landscape: 134.5 x 97.2 mm
Portrait: 65.25 x 198.4 mm

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 | | | | | | |

1/4 , 1/8 FEATURE REQUIREMENTS

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



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

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

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