COMPETITIONS

PUBLISHED WITH THE Mirror



Competitions are published in the Saturday edition of The Daily Mirror as part of a fullcolour, tabloid sized double page spread of advertorial content weekly.

Competitions are a useful tool that may prove invaluable for your business. Merely the presence of a competition can foster customer trust, because of the perceived higher quality of products and services on offer.

The competition model in The Daily Mirrorwill see a double page spread of advertorial content focused on a theme that will pique the interest of these readers by centring on their interests, such as motoring, the healthy food and drink choices, retirement planning options and many more.

As a fantastic way to garner engagement and acquire high-quality data from a highly susceptible audience, these competitions are the perfect shop window for brands and organisations to benefit from a newspaper with a readership of 1.4 million, and a mature and loyal audience made up of 286,000 parents with children under the age of 18, 73% of readers who read every 3 out of 4 issues and 881,000 readers who are over the age of 55.













Get healthy

with Acti-Labs kits and shakes using these vouchers* Worth £150!

hurstmediacompany.co.uk/competitions/xxxxxx

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COMPETITION INFO

RATE CARD: £3950

WHAT WE NEED FROM YOU:

Main body copy: 50-70 words

Prize: Prize and value

Contact: Website, phone number Images: 1-3 high resolution images*

WHAT YOU GET FROM US:

Space: 263x42mm

Campaign: Management of competition

with data capture

Data: Provided once closed

SUPPLYING CONTENT

COPY SPECIFICATIONS

- · All copy content provided in word processor file.
- · Avoid supplying in PDF format
- Headline written in-house

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- We can not use images from a client website as these are too low resolution to print

FILE TRANSFER

Files less than 8Mb can be emailed directly to: production@hurstmediacompany.co.uk

DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout your competition slot. Layouts may vary depending on images and/or text supplied. We reserve the right to make changes or grammatical 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 sets of amendments before final approval is required.
- Approval is required within 48 hours.

*Image use subject to editorial discretion and may vary depending quality, size and layout.

CONTACT DETAILS

Hurst Media Company United House N7 9DP

Tel: 0203 478 6017 Fax: 0203 478 6018 sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

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

