

# COMPETITIONS

PUBLISHED WITH **The Observer**



Competitions are published in the Sunday edition of *The Observer* as part of a full-colour, 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 Observer* will 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 college and university options, eco-friendly products and services, the finest gourmet food and drink, motoring, gadgets and tech, as well as business and financial services.

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 readership who are affluent and young consumers, with a keen sense of adventure when it comes to trying new products and experiences, as well as more likely to spread information by word of mouth than readers of any other quality newspaper.

**WIN**

## Get healthy with Acti-Labs kits and shakes using these vouchers\*

Worth £150!

[hurstmediacompany.co.uk/competitions/xxxxxx](http://hurstmediacompany.co.uk/competitions/xxxxxx)

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**website.co.uk**

## 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](mailto:production@hurstmediacompany.co.uk)

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

## 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.