

# THE family life CHECKLIST

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



*The Family Life Checklist* is a full-colour, tabloid sized double-page spread of advertorial content published on Saturday, 2nd March in *The Sun* newspaper.

*The Sun* is Britain's No.1 selling newspaper in the UK, selling 18 copies a second. As a brand, it reaches over 33 million adults each month (PAMCo, April 2018). *The Sun's* readers know that the best things in life aren't free. They are always interested in getting value for their money – and particularly so when it comes to their family.

*The Family Life Checklist* showcases a high-quality selection of products and services to benefit the whole family, ranging from healthy food and drink options, fashion essentials, new mum advice, plus family-friendly half-term travel destinations and family finances.

*The Family Life Checklist* serves as an essential guide for parents, packed with inspiration for how to give their children the best start in life. Published at the end of school half-term, at a time when families often focus on future plans for their children, *The Family Life Checklist* is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

## PARTICULARLY CONSIDERING

- *The Sun* readers and family went on 8.2 million trips around the UK in the last year
- 1.1 million of them go to the cinema more than once a month
- *The Sun* readers and family buy 14% of the country's petrol every week
- *The Sun* audience contains more under 35s than the three main leading competitors combined

**3m**

Daily readership of *The Sun*

More under **35s**

read *The Sun* than the three main leading competitors combined

**36%**

of regular *Sun* readers say they take action after seeing adverts

**404k**

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

## RATE CARD

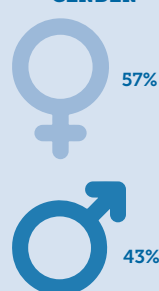
Third page	<b>£12,000</b>
Quarter page	<b>£9,000</b>
Sixth page	<b>£6,500</b>
Eighth page	<b>£5,000</b>
Competition Partnership (Advertorial or Advert)	<b>POA</b>

## DISTRIBUTION

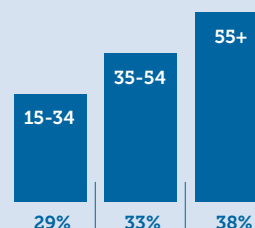
- 1,403,779 circulation (ABC Jan 2019)
- 3,082,000 average issue readership (PAMCo Jan 2019)
- Distributed UK wide

## DEMOGRAPHICS

### GENDER

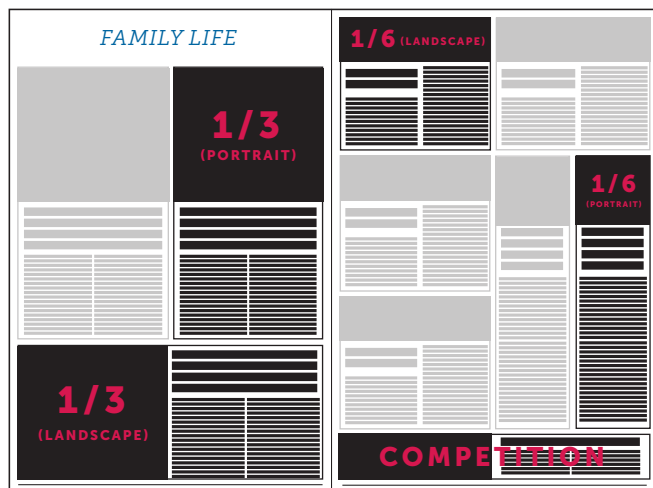


### AGE



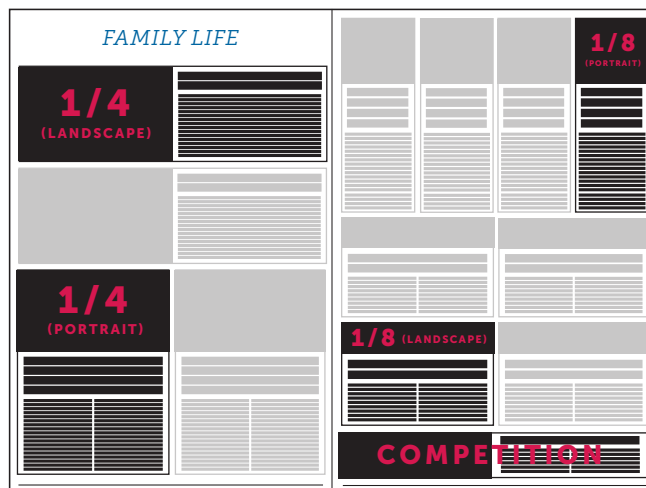
## 1/3 , 1/6 FEATURE REQUIREMENTS

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: 268 x 89.7 mm  
Portrait: 183.6 x 132 mm

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

### SIXTH PAGE

Landscape: 132 x 89.7 mm  
Portrait: 183.6 x 64 mm

### COMPETITION: 268 x 41.35 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words
<b>Prize</b>	Prize and value		

### QUARTER PAGE

Landscape: 268 x 66.25 mm  
Portrait: 132 x 136.6 mm

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-250 words	<b>Main body copy</b>	60-90 words
<b>Contact</b>	Website, phone number	<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 high resolution images*	<b>Images</b>	1 high resolution image*

### EIGHTH PAGE

Landscape: 132 x 66.25 mm  
Portrait: 64 x 136.6 mm

<b>Contact</b>	Website, phone number	<b>Images</b>	2-3 high resolution images*
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## 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](mailto:production@hurstmediacompany.co.uk)

For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](mailto: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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United House  
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