

Pets & Animals *checklist*



PUBLISHED WITH SUNDAY EXPRESS ON SUNDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Pets & Animals Checklist** is a full-colour tabloid sized double-page spread of advertorial content published in the *Sunday Express*.

The *Sunday Express* readership boasts a mature audience, with 71% of its readers over the age of 55. The **Pets & Animals Checklist** serves as an essential guide for animal lovers looking to make the best choices available for their pets.

The **Pets & Animals Checklist** showcases a high-quality selection of products and services for pets and their owners, ranging from food options, veterinary care, training classes, grooming equipment and services, charities, insurance, equine pursuits, exotic/tropical animals, pet-friendly hotels/restaurants and toys and accessories.

Published on a Sunday, the **Pets & Animals Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience who are looking for ways to keep their animals healthy and happy.

PARTICULARLY CONSIDERING

- Readers of the *Sunday Express* spend on average 60 minutes reading the paper
- 44% of *Daily Express* readers also read the *Sunday Express*
- 444,000 readers of the *Sunday Express* are aged over 55

Play Greyhound Trust's lottery to help retired dogs

Greyhound Trust has launched a new lottery to help retired dogs. The lottery is open to all UK residents and offers a chance to win up to £10,000. Proceeds from the lottery will be used to support the care of retired dogs at the trust.

A dog walker's second best friend

After an evening of dog walking, a dog walker's second best friend is a good night's sleep. The advertisement promotes a dog bed that is designed to provide comfort and support for dogs after a long day of walking.

Hand-made luxury beds your dog will love

Hand-made luxury beds for dogs, designed to provide comfort and support. The beds are made from high-quality materials and are available in a range of sizes and colors.

Healthy nutrition for feline friends

Healthy nutrition is essential for feline friends. The advertisement promotes a range of pet food products that are designed to provide the best nutrition for cats.

LickMat: the UK's number one bestselling boredom buster

LickMat is the UK's number one bestselling boredom buster. It is a mat that dogs can lick, which helps to keep them entertained and happy.

animonda

animonda pet food products, designed to provide the best nutrition for dogs and cats.

Sharpees

Sharpees pet products, including toys, accessories, and more.

Detangling and de-shedding dog grooming brushes for safe, effective at-home care

Detangling and de-shedding dog grooming brushes for safe, effective at-home care. The brushes are designed to be gentle on the dog's skin and to effectively remove tangles and loose fur.

Insurance cover gives peace of mind for both you and your furry companion

Insurance cover gives peace of mind for both you and your furry companion. The advertisement promotes a range of pet insurance products that provide financial protection in the event of an accident or illness.

Your dream aquarium starts with bioB

Your dream aquarium starts with bioB. The advertisement promotes a range of aquarium products, including filters, pumps, and more.

Is your wild bird food 'Fair to Nature?'

Is your wild bird food 'Fair to Nature?'. The advertisement promotes a range of bird food products that are designed to be fair to the environment.

Honeyfield's

Honeyfield's pet products, including toys, accessories, and more.

Keep your pets feeling pawsona

Keep your pets feeling pawsona. The advertisement promotes a range of pet products that are designed to help pets feel like themselves.

668k

Average print readership of the *Sunday Express*

85%

of readers are ABC1C2

60

minutes is the average time spent reading the *Sunday Express*

71%

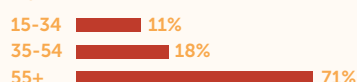
of readers are 55 and over

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- The *Sunday Express* has a circulation of 271,000
- 668,000 is the average readership
- Distributed UK wide

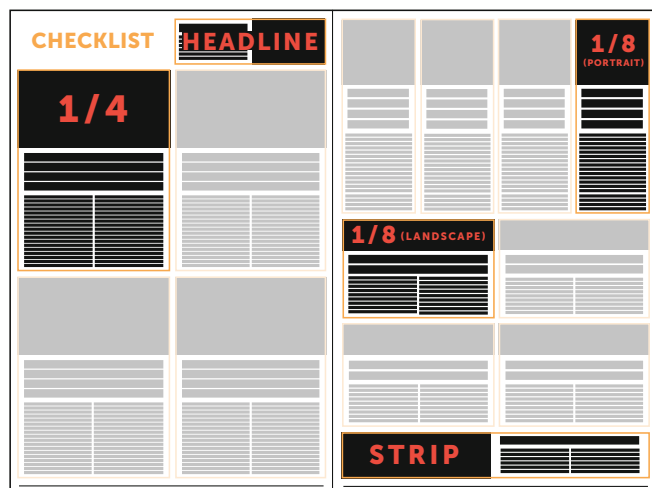
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 131.5 x 137.7 mm

Total word count 200-250 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

EIGHTH PAGE

Landscape: 131.5 x 67 mm

Portrait: 63.9 x 137.7 mm

Total word count 70-100 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

STRIP Landscape: 267 x 42.5 mm

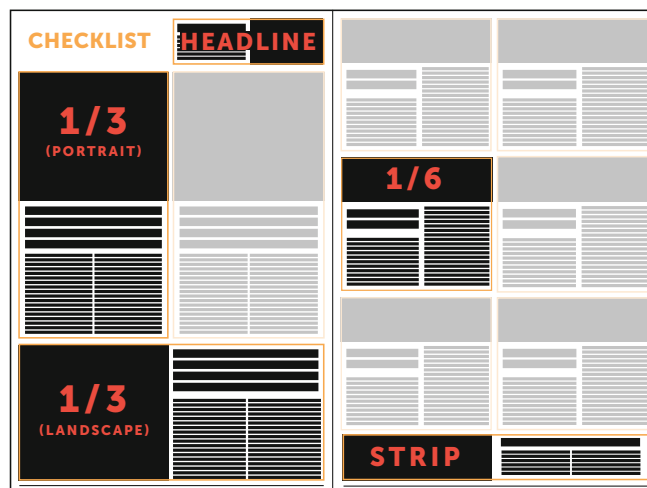
Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 267 x 90.4 mm

Portrait: 131.5 x 185 mm

Total word count 200-300 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2-3 images + logo

SIXTH PAGE

Landscape: 131.5 x 90.4 mm

Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 image + logo

HEADLINE Landscape: 131.5 x 42.5 mm

Total word count 60-80 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be **subedited by Hurst Media's editorial team**. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

Bespoke advertorials (in which Hurst Media 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 sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

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Pets & Animals Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Express*

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