

FREE OREGO ICE CREAM SANDWICH AT SPAN

SUNDAY EXPRESS

70p
MONDAY 8 JANUARY 2018

THE SOVIET

FREE INSIDE

ONE HUNDRED YEARS ON...
MEMORIAL TRIBUTE TO THE
BATTLE HEROES WHO FOUGHT AND
DIED IN THE FIRST WORLD WAR?
BLOODIEST BATTLE

**TRIPLE BOOST
AS UK BEGINS
BREXIT**

● Only months before key powers are returned
● Departing terrorists will be the first priority
● Angela Merkel offers olive branch to Britain

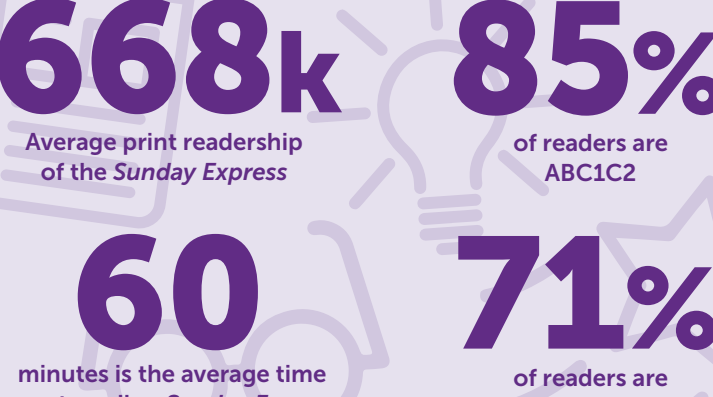
And mother came too!
THE MOTHER OF A BRITISH TERRORIST HAS JOINED HER SON IN PRISON

THE NEW YEAR PARTY
AFTER THE PARTYING, THE REALITY OF BREXIT SETS IN

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(THIS IS NOT A SUPPLEMENT. IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

[illegible]

668k
Average print readership
of the *Sunday Express*

85%
of readers are
ABC1C2

60
minutes is the average time
spent reading *Sunday Express*

71%
of readers are
55 and over

RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

- Sunday Express has a circulation of 271,000 (ABC, Mar '19)
- 668,000 is the average readership (PAMCo, Mar '19)
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

C1C2 - 59%
AB - 26%
DE - 15%

GENDER

F	M
50%	50%

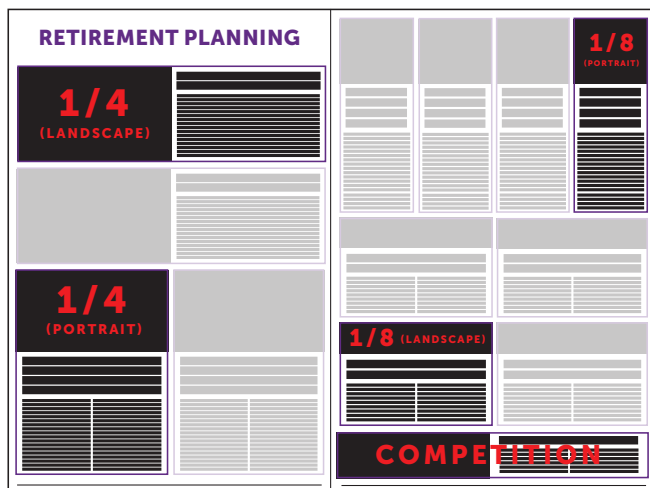
AGE

15-34	11%
35-54	18%
55+	71%

Facts and figures from Reach PLC, ABC or PAMCo

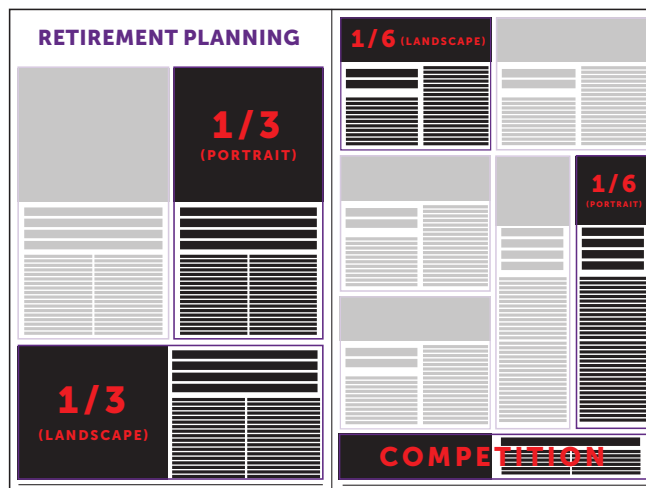
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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QUARTER PAGE

Landscape: 267 x 67 mm
Portrait: 131.5 x 137.7 mm

Headline	Written in-house
Main body copy	200-250 words
Contact	Website, phone number
Images	1-2 high resolution images*

EIGHTH PAGE

Landscape: 131.5 x 63 mm
Portrait: 63.9 x 137.7 mm

Headline	Written in-house
Main body copy	70-100 words
Contact	Website, phone number
Images	1 high resolution image*

THIRD PAGE

Landscape: 267 x 90.4 mm
Portrait: 131.5 x 185 mm

Headline	Written in-house
Main body copy	200-300 words
Contact	Website, phone number
Images	1-3 high resolution images*

SIXTH PAGE

Landscape: 131.5 x 90.4 mm
Portrait: 63.9 x 185 mm

Headline	Written in-house
Main body copy	120-150 words
Contact	Website, phone number
Images	1 high resolution image*

COMPETITION: 267 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						

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%
- 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

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

COPY SPECIFICATIONS

- All copy content provided in word processor file (avoid supplying in PDF format)
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style

* Image use subject to editorial discretion and may vary depending quality, size and layout.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

FILE TRANSFER

Files less than 8mb can be emailed to production@hurstmediacompany.co.uk. For larger files please send to production@hurstmediacompany.co.uk via wettransfer.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** within the house style of the publication
- Layouts may vary depending on images and/or text supplied

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.

CONTACT DETAILS

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