

Food & Drink

checklist 

PUBLISHED WITH **THE Sun** SATURDAY 29 JUNE 2019

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



The **Food & Drink Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Sun*.

The Sun is Britain's No.1 selling newspaper, selling 18 copies a second. As a brand, it reaches over 33 million adults each month. When it comes to food & drink, research has shown that £1 in every £7 spent on groceries is spent by a *Sun* reader!

The **Food & Drink Checklist** will serve as an essential guide for readers to transform the way they eat and drink this summer. It will showcase a high-quality selection of products and services ranging from the latest food & drink trends, magic ingredients, health foods, kitchen tech & gadgets, wines, spirits & cocktails and alfresco dining options.

Published as we approach the summer months, The **Food & Drink Checklist** is the perfect shop window for brands and organisations to benefit from the season best known for 'eating well' and a mass readership who are over 50% more likely to purchase something as a result of seeing an advert in the newspaper.

PARTICULARLY CONSIDERING

- Research has shown that £1 in every £7 spent on groceries is spent by a *Sun* reader
- 404,000 *The Sun* readers have a family income over £50K
- The Sun* readers are over 50% more likely to purchase something as a result of seeing an advert in the newspaper

ADVERTISEMENT

Food & Drink checklist

To officiatum ipsum voluptatem. Ut et ut sit sintum et fugit, conquisquam rem ut andit vestibulum lab iurevela ptatet.

Love berries? Love the bees? Then we bee-long together

Experience making your own gin with Slingbery

Rice without rules

The London-based company cleaning up the coffee industry

Transform your office lunches

Bright days for British beer with Truman's

From nervous novice to confident cook

Spice up your next party or event

Twenty-five years of bubbles and fun: celebrate with the UK's No.1 wine-style drink

Melt-in-the-mouth dairy free ice cream

A luxury food & drink experience for you and your friends Worth £600!

More under

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 | | DISTRIBUTION | | DEMOGRAPHICS | |
|---|---------|---|---|--|--|
| Third page | £12,000 | <ul style="list-style-type: none"> 1,712,031 Saturday print circulation 3,082,000 average issue readership Distributed UK wide | <p>GENDER</p> <p>57%  43% </p> | <p>AGE</p> <p>15-34 29% 35-54 33% 55+ 38%</p> | |
| Quarter page | £9,000 | | | | |
| Sixth page | £6,500 | | | | |
| Eighth page | £5,000 | | | | |
| Competition Partnership (Advertorial or Advert) | POA | | | | |

1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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



QUARTER PAGE

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

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

EIGHTH PAGE

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

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

THIRD PAGE

Landscape: 268 x 89.7 mm
Portrait: 183.6 x 132 mm

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

SIXTH PAGE

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

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

COMPETITION: 268 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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