



PUBLISHED WITH



SATURDAY 17 AUGUST 2019

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

The Family Checklist is a full-colour, tabloid sized double-page spread of advertorial content published 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. 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 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 Checklist serves as an essential guide for parents, packed with inspiration for how to give their children the best start in life. Published during the school holidays as we approach the 'back to school' season, a time when families often focus on future plans for their children, the Family 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
- In a typical week, Sun readers are involved in 16 million conversations about children's products
- 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



3.2_m

Saturday print readership of *The Sun*

36%

of regular Sun readers say they take action after seeing adverts 404k

of Sun readers have a family income over £50k

More under

35s

read *The Sun* than the 3 main leading competitors combined

RATE CARD

Third page **£12,000**

Quarter page £9,000

Sixth page £6,500

Eighth page £5,000

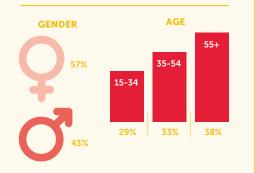
Competition
Partnership
(Advertorial or Advert)

POA

DISTRIBUTION

- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

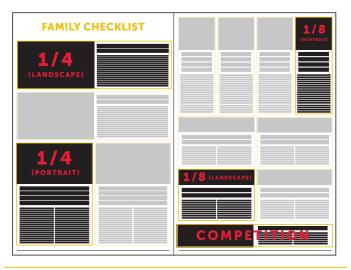
DEMOGRAPHICS



*All facts and figures from News UK, ABC or PAMCo

1/4, 1/8 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 Main body copy

Contact Website, phone number

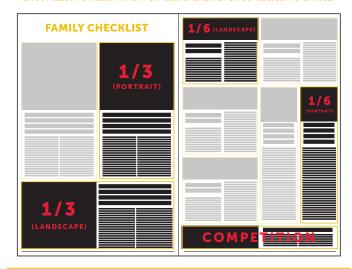
Images 1 high resolution image*

Written in-house

70-100 words

1/3, 1/6 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

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

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

Prize Prize and value

Contact

Website, phone number

Images

1-3 high resolution images*

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 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 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

Hurst Media Company United House N7 9DP Tel: 020 3478 6017

hurstmediacompany.co.uk Company number: 08357910 VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018 sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016 production@hurstmediacompany.co.uk

