

UK Travel, Days Out & Attractions checklist

PUBLISHED WITH **THE Sun** SATURDAY 13 JULY 2019

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



The **UK Travel, Days Out & Attractions 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 in the UK, selling 18 copies a second. As a brand, it reaches over 33 million adults each month. *The Sun* readers went on 8.2 million trips around the UK in the last year. They are always interested in getting value for their money - and particularly so when it comes to their family.

The **UK Travel, Days Out & Attractions Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.

Published at the start of the school summer holidays, a time when families are looking for activities to keep the children entertained, the **UK Travel, Days Out & Attractions Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family days out, travel and attractions.

PARTICULARLY CONSIDERING

- 54% of *Sun* readers say they enjoy planning holidays
- £4.4 billion spent on holidays by *Sun* readers in the last 12 months
- Some 404,000 *Sun* readers have a family income over £50K

UK Travel, Days Out & Attractions checklist

To official guide to the UK's best family days out, we've selected the top 100 family days out in the UK, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.

Luxury, 5 star and boutique hotels

Discover the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.

Discover Britain's best kept secret

Discover the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.

From seaside breaks to countryside escapes

Discover the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.

Start planning your football package trip today

Discover the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.

Visit the UK's largest theme park

Discover the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.

Multi-activity trips for the whole family

Discover the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.

You don't need to go far for a luxury spa break

Discover the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.

Best summer activities for kids

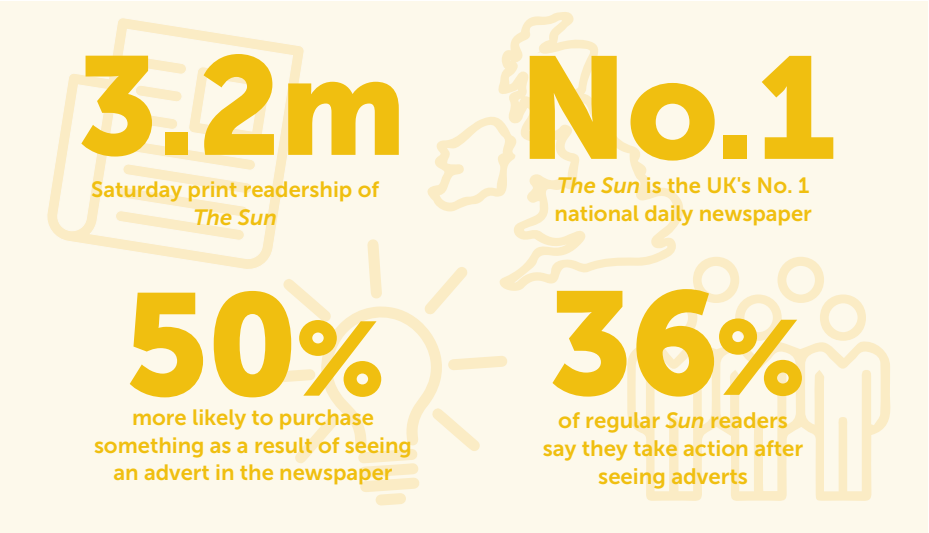
Discover the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.

Book theatre tickets and packages for the best West End shows in London

Discover the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.

A stay at Stoke Park is a stunning suite with dining included

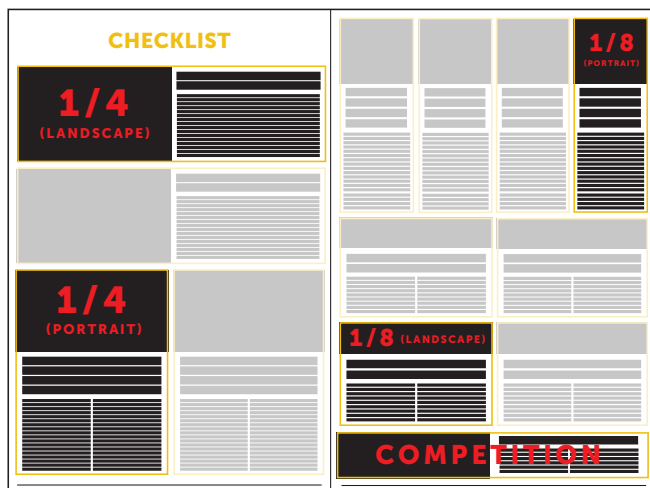
Discover the UK's best family days out, from the best of the best to the best of the best. It's the ultimate guide to the UK's best family days out, from the best of the best to the best of the best.



RATE CARD		DISTRIBUTION		DEMOGRAPHICS	
Third page	£12,000	• 1,513,000 Saturday print circulation		GENDER	AGE
Quarter page	£9,000	• 3,243,000 Saturday print readership		57%	15-34
Sixth page	£6,500	• Distributed UK wide		43%	35-54
Eighth page	£5,000				55+
Competition Partnership (Advertorial or Advert)	POA				29%
					33%
					38%

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	Headline	Written in-house
Main body copy	200-250 words	Main body copy	70-100 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

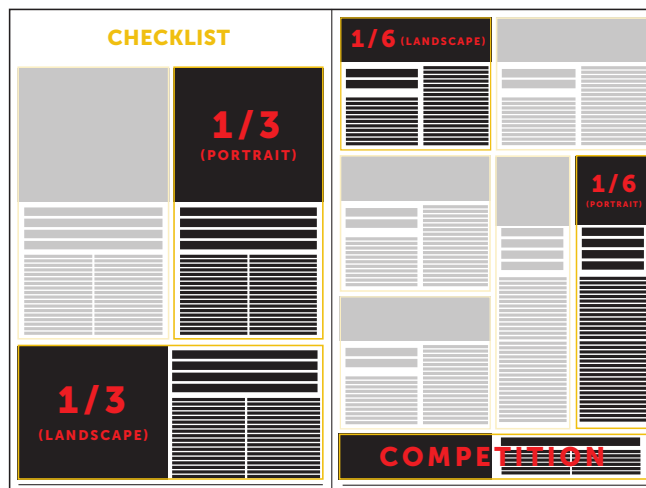
EIGHTH PAGE

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*

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

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

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

