

CHRISTMAS

checklist 



PUBLISHED WITH **SUNDAY EXPRESS** SUNDAY 24 NOVEMBER 2019

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

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

With *Sunday Express* readers admitting to spending on average £353 on Christmas presents, the **Christmas Checklist** will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

As 1 in 3 *Sunday Express* readers buy gifts for 6-10 people, the **Christmas Checklist**, published one month before Christmas, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

PARTICULARLY CONSIDERING

- Half of *Sunday Express* readers have already purchased gifts for their children before the second half of November
- 56% of *Sunday Express* readers go to a Christmas market
- 58% of *Sunday Express* readers spend over £100 on food, drink and entertaining
- 1 in 3 *Sunday Express* readers get involved with Secret Santa



CHRISTMAS checklist

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Christmas cruises with a difference on the River Thames

... (text) ...

city cruises

0203 0000 0000

Luxury dog beds and accessories

... (text) ...

ivy & duke

0203 0000 0000

Treat loved ones at the most wonderful time of the year with these luxury gift sets

... (text) ...

BAYLIS & HARDING

0203 0000 0000

Keep it healthier this Christmas with weight loss shakes

... (text) ...

grosby

0203 0000 0000

Unique Star Wars clothing collection is out of this galaxy

... (text) ...

grosby

0203 0000 0000

Festive delicacies infused with juniper

... (text) ...

WIN

0203 0000 0000

A relaxing christmas break at Church Farm, Suffolk

... (text) ...

WIN

0203 0000 0000

Make a difference to families of the Armed Forces this Christmas

... (text) ...

safa The Armed Forces charity

0203 0000 0000

Discover true sound at home

... (text) ...

YAMAHA

0203 0000 0000

668k

Average print readership of the *Sunday Express*

60

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

85%

of readers are ABC1C2

71%

of readers are 55 and over

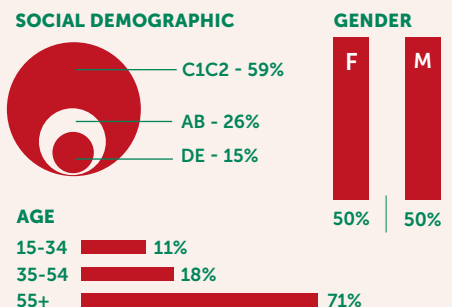
RATE CARD

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

DISTRIBUTION

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

DEMOGRAPHICS



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: 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*
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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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