

checklist ☒



PUBLISHED WITH  **SATURDAY 23 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 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 **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.

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

- *The Sun* readers are over 50% more likely to purchase something as a result of seeing an advert in the newspaper
- Research has shown that £1 in every £7 spent on groceries is spent by a *Sun* reader
- 404,000 *Sun* readers have a household income over £50K
- *Sun* readers spent over £5bn on 12.5 million holidays and short breaks in the last year

CHRISTMAS

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Christmas cranks with the difference on the River Thames

Experience the festive spirit of London on the water with a unique Christmas cruise. Enjoy panoramic views of the city's landmarks, festive decorations, and delicious seasonal food and drink. Book now for a memorable evening on the Thames.

Luxury dog beds and accessories

Whispering Laces - specialise in luxury dog beds and accessories. From plush orthopaedic beds to stylish collars and leashes, we have everything you need to keep your furry friend comfortable and fashionable. Visit our website for more details.

city cruises

Discover the best of London from the water. Our Christmas cruises offer a unique perspective of the city, with festive decorations, live music, and delicious food and drink. Book now for a memorable evening on the Thames.

Discover true sound at home

LIQIU AI-DRIVEN LACETS - experience the true sound of music at home. Our AI-driven speakers provide a rich, immersive listening experience. Visit our website for more details.

Make a difference to families of the Armed Forces this Christmas

FAIRCHILD'S CHARITY - support the families of the Armed Forces this Christmas. We provide financial assistance and support to help them through the festive season. Visit our website for more details.

ssafa Armed Forces charity

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Christmas Stars clothing collection is out of this galaxy

Unique Star Wars clothing collection. From hoodies to t-shirts, we have everything you need to celebrate the festive season in style. Visit our website for more details.

Baylis & Harding

EST 1929. BAYLIS & HARDING ENGLAND. Specialising in high-quality Christmas decorations and lighting. Visit our website for more details.

groovy

groovy by groovy. Unique Christmas decorations and lighting. Visit our website for more details.

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ADVERTISEMENT

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

BRUNO MAGLI is the perfect choice for the most wonderful time of the year. Our luxury gift sets are perfect for treating loved ones to the most wonderful time of the year. From fragrances to skincare, we have everything you need to make the festive season special.

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Keep it healthier this Christmas with weight loss shakes

Keep it healthier this Christmas with weight loss shakes. Our shakes are perfect for keeping you healthy and fit during the festive season. Visit our website for more details.

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The infographic features a large, faint background image of a newspaper with the masthead 'The Sun' and a large headline '3.2m'. Overlaid on this are two large, bold red numbers: '3.2m' on the left and '35s' on the right. Between them is a large, faint, stylized star. The text 'Saturday print readership of The Sun' is positioned below '3.2m', and 'More under 35s read The Sun than the three main leading competitors combined' is positioned around '35s'.

3.2m
Saturday print 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

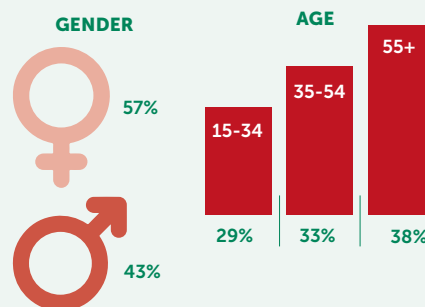
RATE CARD

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



Christmas Checklist is advertorial content published by Hurst Media Company who take sole responsibility for the content, but distributed by The Sun. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

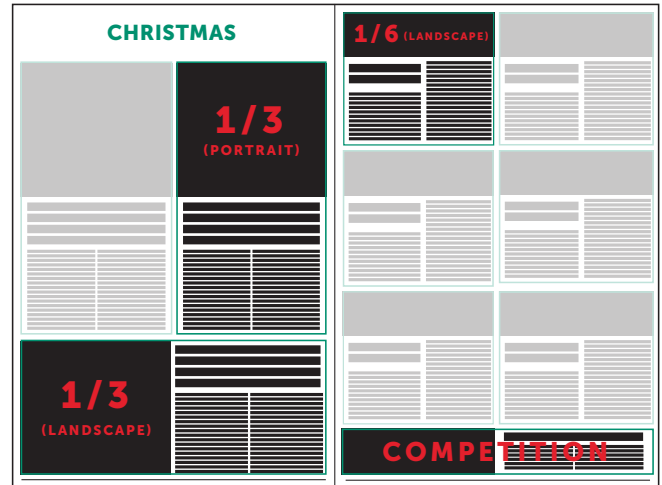
1/4 , 1/8 FEATURE REQUIREMENTS

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

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

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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