



PUBLISHED WITH



SATURDAY 7 DECEMBER 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 ϑ gadgets, wines, spirits & cocktails and seasonal dining options.

Published on a Saturday, 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





of regular Sun readers say they take action after seeing adverts

of Sun readers have a family income over £50k

RATE CARD

Third page £12,000

£9,000 **Quarter page**

£6,500 Sixth page

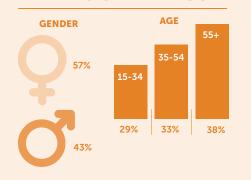
£5,000 Eighth page

Competition Partnership (Advertorial or Advert) **POA**

DISTRIBUTION

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

DEMOGRAPHICS



Facts and figures from NewsUK, Ne

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

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

Written in-house

70-100 words

1 high resolution image*

1/3, 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Headline

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

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 r

Website, phone number

1 high resolution image*

COMPETITION: 268 x 42.5 mm

Headline

Prize

Images

Written in-house

en in-house Main body copy

50-70 words

Contact

Website, phone number

Written in-house

Images

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

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

MEDIA SALES

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PRODUCTION DEPT.

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

