

Travel checklist



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

The **Travel 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 **Travel Checklist** will serve as an essential guide for readers looking for new and exciting ways to spend their money. It 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 a time when many readers are beginning to make their buying decisions for the new season, the **Travel 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
- More under 35s read *The Sun* than the three main leading competitors combined

Discover Britain's best kept secret

Discover Britain's best kept secret... 

Luxury, 5 star and boutique hotels

From the most exclusive to the most affordable, there's a hotel for every budget. Discover the best of British hospitality...

From seaside breaks to countryside escapes

Whether you're looking for a relaxing getaway or a more adventurous holiday, there's a destination for you...

Start planning your football package trip today

Combine your love of football with your love of travel. Enjoy the best of both worlds with a football package trip...

Multi-activity trips for the whole family

Adventure awaits! Discover the best family-friendly destinations for a multi-activity holiday...

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

Relax and unwind at one of the best spa resorts in the country. Enjoy the best of British luxury...

Best summer activities for kids

Keep the kids entertained with a variety of fun activities. From theme parks to outdoor adventures...

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

Experience the magic of the West End. Book your tickets now for the best shows in London...

Stay at Stoke Park in a stunning suite with views of £1,000

Enjoy a luxurious stay at Stoke Park. Book your suite now for a special price...

3.2m

Saturday print readership of
The Sun

No.1

The Sun is the UK's No. 1
national daily newspaper

50%

more likely to purchase
something as a result of seeing
an advert in the newspaper

36%

of regular *Sun* readers
say they take action after
seeing adverts

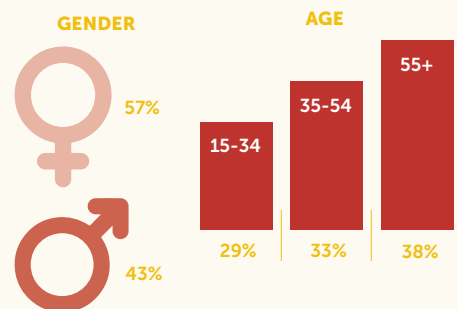
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
Eighth page	£5,000
Competition Partnership (Advertorial or Advert)	POA

DISTRIBUTION

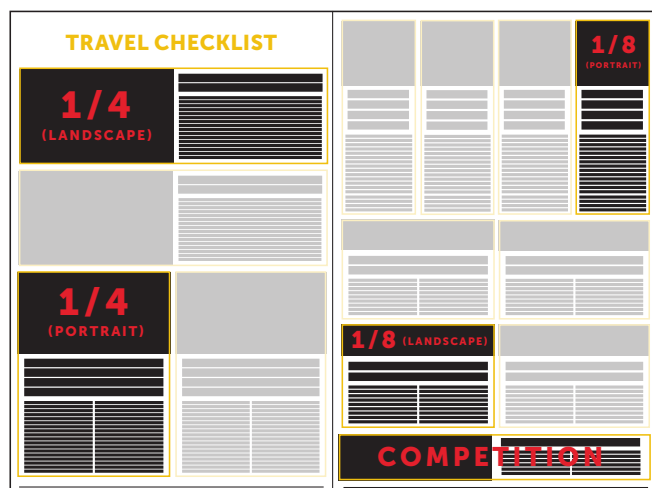
- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

DEMOGRAPHICS



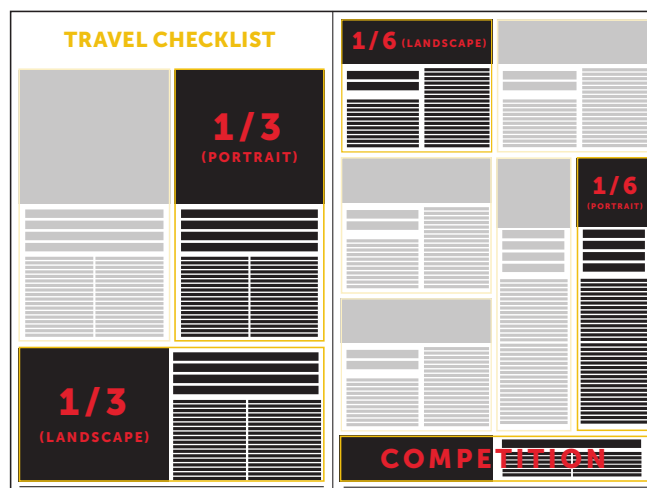
1/4 , 1/8 FEATURE REQUIREMENTS

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: 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	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
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*
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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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