

CHRISTMAS

checklist ☒



PUBLISHED WITH **Daily Mail** ON SATURDAY 9 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 *Daily Mail*.

As 1 in 3 *Daily Mail* readers say that Christmas advertising influences their purchase decisions, 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.

With 40% of *Daily Mail* readers wanting to be inspired by gift ideas content, the **Christmas Checklist**, published at the most popular time to start present planning, 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

- 74% of readers live in the affluent South of England
- Daily Mail* readers have average savings and investments of £39,000 (+£13,000 more than GB average)
- 45p in every £1 spent on Christmas presents is spent by *Daily Mail* readers

CHRISTMAS checklist

To offer you the best Christmas shopping, we've put together a list of the best Christmas shopping ideas for you.

Christmas cruises with a difference on the River Thames

LAGOS CRUISES LONDON. Christmas is the perfect time to enjoy a cruise on the River Thames. With its festive decorations and special Christmas dinner, it's a truly unique experience. Book now for the best prices.

Luxury dog beds and accessories

WUWUWU LONDON. Your dog deserves the best. With our luxury dog beds and accessories, you can keep your furry friend comfortable and stylish. Browse our collection now.

city cruises

city cruises. Enjoy the best of London from the water. With our city cruises, you can see the city's most famous landmarks and enjoy a delicious meal. Book now.

Discover true sound at home

LAGOS CRUISES LONDON. Experience the true sound of Christmas at home. With our high-quality speakers, you can enjoy the festive season in style. Book now.

Make a difference to families of the Armed Forces this Christmas

ssafa THE Armed Forces charity. Help us make a difference to the families of the Armed Forces this Christmas. Donate now.

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

IVY & DUKE. Indulge your loved ones with our luxury gift sets. With our high-quality products, you can make the festive season truly special. Book now.

Keep it healthier this Christmas with weight loss shakes

groovy. Stay healthy and happy this Christmas with our weight loss shakes. With our delicious flavours, you can enjoy the festive season in style. Book now.

Unique Star Wars clothing collection is out of this galaxy

groovy. Bring home the galaxy with our unique Star Wars clothing collection. With our high-quality products, you can make the festive season truly special. Book now.

Festive delicacies infused with juniper

LAGOS CRUISES LONDON. Indulge your taste buds with our festive delicacies infused with juniper. With our high-quality products, you can make the festive season truly special. Book now.

A relaxing Christmas break at Church Farm, Suffolk

Church Farm. Enjoy a relaxing Christmas break at Church Farm, Suffolk. With our high-quality products, you can make the festive season truly special. Book now.

2.7m

Average print readership of the *Daily Mail*

68

minutes is the average time spent reading

79%

choose to only read a weekend newspaper

80%

are over 45 years of age

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

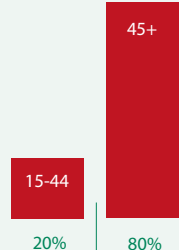
- 1,280,000 average circulation
- 2,736,000 average issue readership
- Distributed UK wide

DEMOGRAPHICS

GENDER



AGE



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 134.5 x 147.8 mm

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

EIGHTH PAGE

Landscape: 134.5 x 72 mm
Portrait: 65.25 x 147.8 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: 273 x 90.4 mm
Portrait: 134.5 x 198.4 mm

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

SIXTH PAGE

Landscape: 134.5 x 97.2 mm

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

COMPETITION: 273 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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