

CHRISTMAS

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

With *Sunday Mirror* readers admitting to spending on average £342 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 *Sunday Mirror* readers are 46% more likely to buy gifts for 15 people or more, 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

- 912k readers are main shoppers
- Half of *Sunday Mirror* readers have already made gift purchases for their children before the second half of November
- 56% of *Sunday Mirror* readers go to a Christmas market
- 58% of *Sunday Mirror* readers spend more than £100 on food, drink and entertaining



CHRISTMAS checklist

To officium quam voluptatem. Ut et sitis animam et fugit, consequam sem ut anabit rebusibus labi invelit praetor.

Christmas cruises with a difference on the River Thames

LARGO ACTION LACUNA, connoisseurs of the river, offer a unique experience on the Thames. The cruise is a perfect blend of history and modernity, with a focus on the river's rich heritage. The cruise is a perfect blend of history and modernity, with a focus on the river's rich heritage.

Luxury dog beds and accessories

WIVIGI DOG LACUNA, connoisseurs of the dog world, offer a unique experience. The dog bed is a perfect blend of luxury and modernity, with a focus on the dog's well-being. The dog bed is a perfect blend of luxury and modernity, with a focus on the dog's well-being.

city cruises

city cruises offer a unique experience on the river. The cruise is a perfect blend of history and modernity, with a focus on the river's rich heritage. The cruise is a perfect blend of history and modernity, with a focus on the river's rich heritage.

Discover true sound at home

LARGO ACTION LACUNA, connoisseurs of the sound world, offer a unique experience. The sound system is a perfect blend of luxury and modernity, with a focus on the sound's quality. The sound system is a perfect blend of luxury and modernity, with a focus on the sound's quality.

Make a difference to families of the Armed Forces this Christmas

ssafa is a charity that helps families of the Armed Forces. The charity is a perfect blend of luxury and modernity, with a focus on the family's well-being. The charity is a perfect blend of luxury and modernity, with a focus on the family's well-being.

Festive delicacies infused with juniper

FACIARIA ACHINA, connoisseurs of the food world, offer a unique experience. The food is a perfect blend of luxury and modernity, with a focus on the food's taste. The food is a perfect blend of luxury and modernity, with a focus on the food's taste.

A relaxing christmas break at Church Farm, Suffolk

Church Farm is a holiday home in Suffolk. The holiday home is a perfect blend of luxury and modernity, with a focus on the holiday's relaxation. The holiday home is a perfect blend of luxury and modernity, with a focus on the holiday's relaxation.

1.1m

Daily print readership of the *Sunday Mirror*

69%

of readers are ABC1C2

48

minutes is the average time spent reading *Sunday Mirror*

55%

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

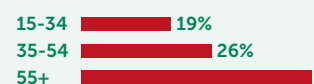
- *Sunday Mirror* has a circulation of 436,000
- 1,151,000 is the average readership
- Distributed UK wide

DEMOGRAPHICS

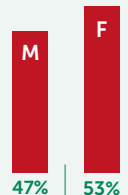
SOCIAL DEMOGRAPHIC



AGE



GENDER



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

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*

1/3 , 1/6 FEATURE REQUIREMENTS

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



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

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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