

# Health and Wellbeing checklist

PUBLISHED WITH **THE Sun** SATURDAY 11 JANUARY 2020

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



**Health & Wellbeing Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in *The Sun* newspaper.

*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's* readers know that the best things in life aren't free. They are always interested in getting good value – and increasingly so when it comes to their health and wellbeing.

This is their essential guide to help them make positive changes in order to lead a healthier lifestyle. It showcases a selection of high-quality products and services, including specialist food supplements, alternative therapies, and diet and fitness advice to help them get in shape for summer.

Published in the Saturday edition of *The Sun*, the **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from the biggest newspaper readership in the UK, interested in improving their health and wellbeing.

## 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
- Sun* readers spent over £5bn on 12.5 million holidays and short breaks in the last year

ADVERTISEMENT

## Health and Wellbeing checklist

Your body is precious and it pays to look after yourself. Here are a variety of ideas to be – and stay – healthy.

### Strengthen your pelvic floor – using digital technology!

**KEGEL 8**

ADVERTISING: 01203 200000

### Guaranteed relief for extremely dry, cracked skin

**108 HARLEY STREET**

ADVERTISING: 01203 200000

### Early detection and annual breast check-ups help diagnose breast cancer early!

**108 HARLEY STREET**

ADVERTISING: 01203 200000

### Natural, ethical products for the body

**FAITH IN NATURE**

ADVERTISING: 01203 200000

### Vegan – and without compromise on taste

**gofigure**

ADVERTISING: 01203 200000

### High-quality contact lenses at affordable prices delivered straight to your door

**VisionDirect**

ADVERTISING: 01203 200000

### If you find your willpower to be lacking, why not give science a go?

**gofigure**

ADVERTISING: 01203 200000

### Knee pain sufferers unite in new group

**oa kneepain**

ADVERTISING: 01203 200000

### The Slender way to help you lose weight

**oa kneepain**

ADVERTISING: 01203 200000

### Two night spa break for two people Worth £500!

**WIN**

ADVERTISING: 01203 200000

3m

Daily 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

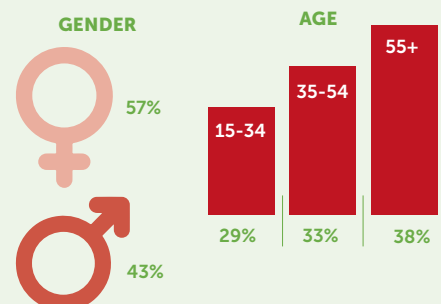
## RATE CARD

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

## DISTRIBUTION

- 1,403,779 circulation (ABC, Jan '19)
- 3,082,000 average issue readership (PAMCo, Jan '19)
- 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

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

### EIGHTH PAGE

Landscape: 132 x 66.25 mm  
Portrait: 64 x 136.6 mm

<b>Headline</b>	Written in-house
<b>Main body copy</b>	70-100 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1 high resolution image*

### THIRD PAGE

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

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

### SIXTH PAGE

Landscape: 132 x 89.7 mm  
Portrait: 183.6 x 64 mm

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

### COMPETITION: 268 x 42.5 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words	<b>Contact</b>	Website, phone number	<b>Images</b>	1-3 high resolution images*
<b>Prize</b>	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](mailto:production@hurstmediacompany.co.uk). For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

