

# New Year's Resolutions

## checklist

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



New Year's Resolutions 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, happier lifestyle. It showcases a selection of high-quality products and services, ranging from specialist food supplements, alternative therapies, diet and fitness advice, new adventures and hobbies, as well as ways to save money and break bad habits.

Published in the Saturday edition of *The Sun*, the New Year's Resolutions Checklist is the perfect shop window for brands and organisations to benefit from the biggest newspaper readership in the UK, helping readers make positive changes in order to lead an improved lifestyle for 2020.

### 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

### New Year's Resolutions checklist

New Year means it's time to make better choices – whether those include getting healthier, being more organised or trying something new. Here are some ideas for you...

#### Buy or sell unwanted gift cards and make your money go further

**cardyard**  
UK's top gift card exchange

cardyard is the UK's largest online marketplace for buying and selling unwanted gift cards. You can sell your unwanted gift cards for up to 90% of their face value, or buy gift cards for your loved ones at a discount. cardyard is a secure and easy-to-use platform that allows you to manage your unwanted gift cards in one place.

#### Improve your smile this year

**ellevest**

ellevest is a leading provider of dental services, offering a range of treatments from general dentistry to cosmetic dentistry. ellevest has a team of experienced dentists and hygienists who will provide you with a comprehensive dental check-up and any necessary treatment. ellevest also offers a range of cosmetic dentistry services, including teeth whitening, veneers and dental implants.

#### Trouble conceiving? Talk to The Fertility Partnership

**The Fertility Partnership**

The Fertility Partnership is a leading provider of fertility services, offering a range of treatments from fertility testing to IVF. The Fertility Partnership has a team of experienced fertility specialists who will provide you with a comprehensive fertility assessment and any necessary treatment. The Fertility Partnership also offers a range of fertility support services, including counselling and support groups.

#### Like MyFitnessPal? Then you'll love the UK's health and fitness app of the year

**MyFitnessPal**

MyFitnessPal is a leading health and fitness app, offering a range of features including calorie counting, exercise tracking and meal planning. MyFitnessPal has been named the UK's health and fitness app of the year for several years running. MyFitnessPal is a free-to-use app that is available on both iOS and Android.

#### Dealing with debt in the New Year

**National Debt Expert**

National Debt Expert is a leading provider of debt advice, offering a range of services including debt consolidation, debt management and debt relief. National Debt Expert has a team of experienced debt advisers who will provide you with a comprehensive debt assessment and any necessary advice. National Debt Expert also offers a range of debt support services, including counselling and support groups.

#### The all-new CBD-infused skincare range

**AVOCY**

AVOCY is a leading provider of CBD-infused skincare products, offering a range of products including face cream, body lotion and bath foam. AVOCY's CBD-infused skincare range is designed to provide you with a range of benefits, including improved skin texture, reduced inflammation and increased hydration. AVOCY's CBD-infused skincare range is available in a range of scents and textures.

#### Award-winning learning online

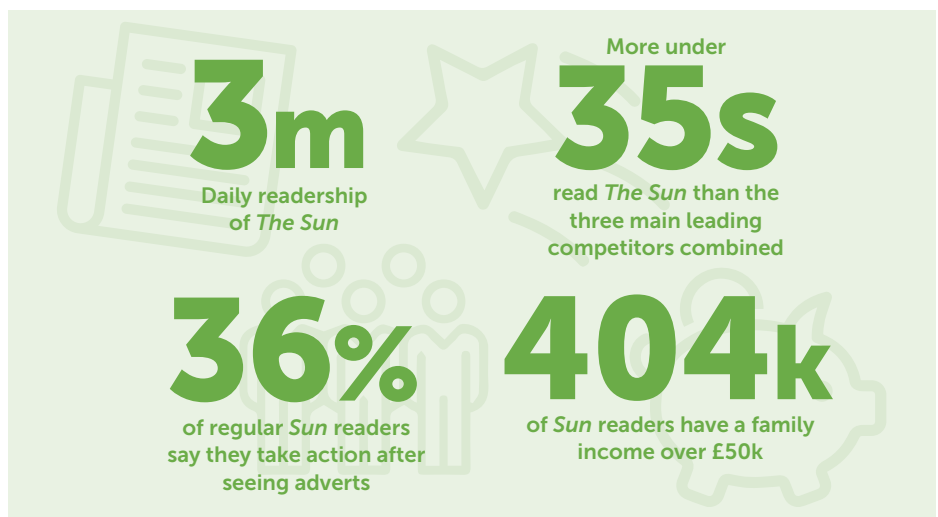
**MY LEARNING GODD**

MY LEARNING GODD is a leading provider of online learning services, offering a range of courses including language learning, music lessons and fitness classes. MY LEARNING GODD has a team of experienced teachers who will provide you with a comprehensive online learning experience. MY LEARNING GODD also offers a range of online learning support services, including counselling and support groups.

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

**Spa Breaks**

Spa Breaks is a leading provider of spa breaks, offering a range of packages including two-night spa breaks for two people. Spa Breaks has a team of experienced spa therapists who will provide you with a comprehensive spa experience. Spa Breaks also offers a range of spa support services, including counselling and support groups.



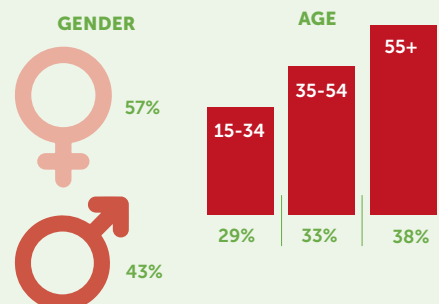
### RATE CARD

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

### DISTRIBUTION

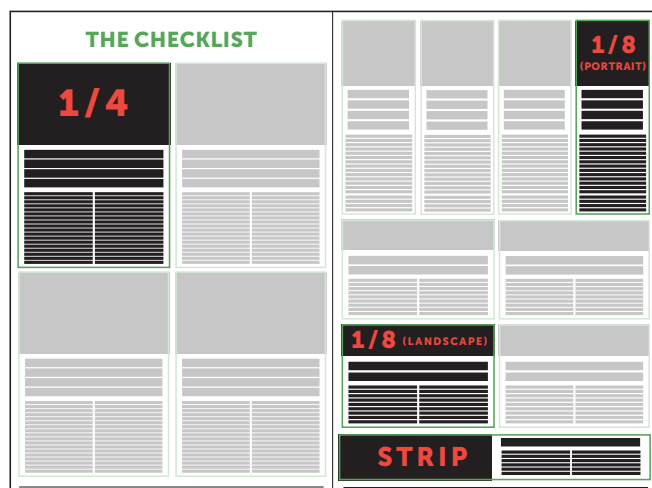
- 1,403,779 circulation
- 3,082,000 average issue readership
- Distributed UK wide

### DEMOGRAPHICS



## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### QUARTER PAGE

One size: 132 x 136.6 mm

<b>Headline</b>	Written in-house
<b>Total word count</b>	200-250 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 images + logo

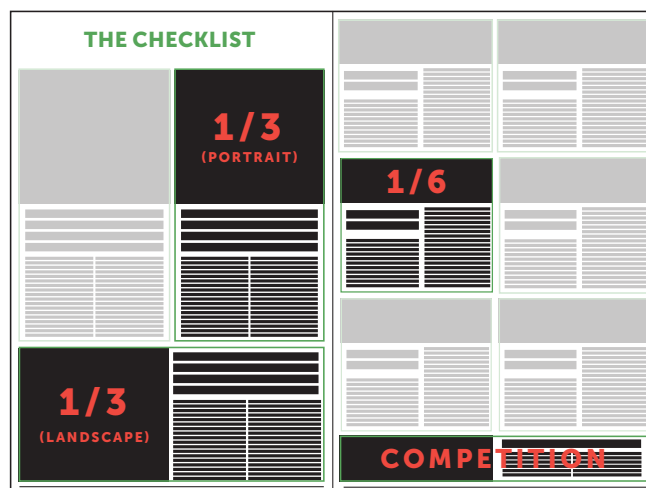
### EIGHTH PAGE

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

<b>Headline</b>	Written in-house
<b>Total word count</b>	70-100 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1 image + logo

## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

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

<b>Headline</b>	Written in-house
<b>Total word count</b>	200-300 words
<b>Contact</b>	Website, phone number
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

One size: 132 x 89.7 mm

<b>Headline</b>	Written in-house
<b>Total word count</b>	120-150 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1 image + logo

### COMPETITION: 268 x 41.35 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words	<b>Contact</b>	Website, phone number	<b>Images</b>	2 images + logo
<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.

### FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk). Larger files can be sent 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, theme 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.

\* 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.

### CONTACT DETAILS

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# HURST MEDIA

The UK's trusted media partner