

# New Year's Resolutions

checklist 

**PUBLISHED WITH  SATURDAY 4 JANUARY 2020**

(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

**Improve your smile this year**

**elieven**  
Dental care

**Look no further...**

**JUL**  
Junk food

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

**The Fertility Partnership**

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

**MyFitnessPal**

**Dealing with debt in the New Year**

**National Debt Expert**

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

**AVES**

**Award-winning learning online**

**KEY LEARNING CODE**

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

**Spa Break**

More under  
**3.2m** Saturday print readership of *The Sun*  
**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

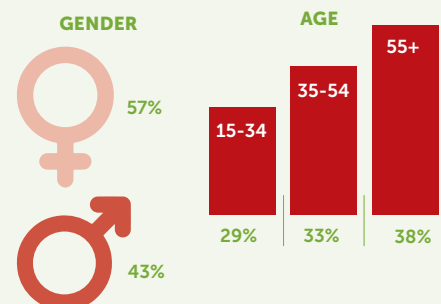
## RATE CARD

|                                                 |                |
|-------------------------------------------------|----------------|
| Third page                                      | <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

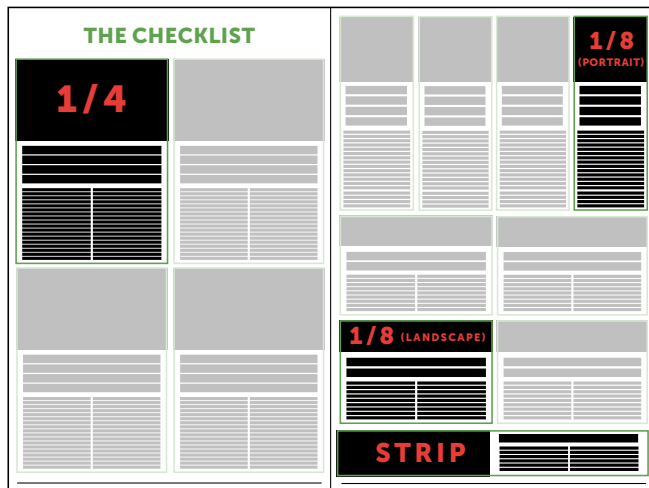
- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

## DEMOGRAPHICS



## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### 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     |

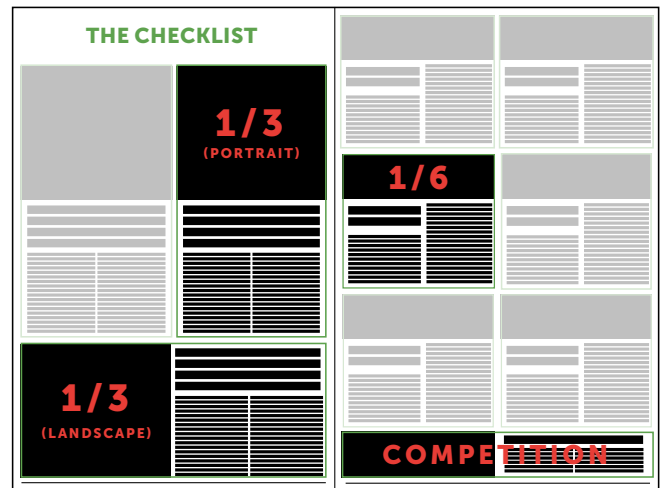
### EIGHTH PAGE

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