

# New Year's Resolutions

checklist 

**PUBLISHED WITH SUNDAY EXPRESS SUNDAY 5 JANUARY 2020**

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



The **New Year's Resolutions Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the *Sunday Express*.

The *Sunday Express* readers are health-conscious, with 58% eating more healthy food than they have in the past. The **New Year's Resolutions Checklist** serves as the essential guide to help them make positive changes in order to lead a healthier, happier lifestyle for 2020.

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 *Sunday Express*, the **New Year's Resolutions Checklist** is the perfect shop window for brands and organisations to benefit from a large, mature readership who are concerned about their own and loved one's health and wellbeing and are open-minded about improving their lives.

## PARTICULARLY CONSIDERING

- 80% of *Sunday Express* readers agree 'to stay healthy it is important to exercise regularly'
- 444,000 readers of the *Sunday Express* are aged over 55
- 1 in 3 *Sunday Express* readers visit a leisure centre, gym or health club
- 58% of *Sunday Express* readers are eating more healthy food than they have in the past

**668k**

Average print readership of the *Sunday Express*

**85%**

of readers are ABC1C2

**60**

minutes is the average time spent reading the *Sunday Express*

**71%**

of readers are 55 and over

## RATE CARD

Third page	<b>£6,000</b>
Quarter page	<b>£4,500</b>
Sixth page	<b>£3,250</b>
Competition Partnership (Advertorial or Advert)	<b>P.O.A.</b>

## DISTRIBUTION

- The *Sunday Express* has a circulation of 271,000
- 668,000 is the average readership
- Distributed UK wide

## DEMOGRAPHICS

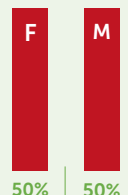
### SOCIAL DEMOGRAPHIC



### AGE

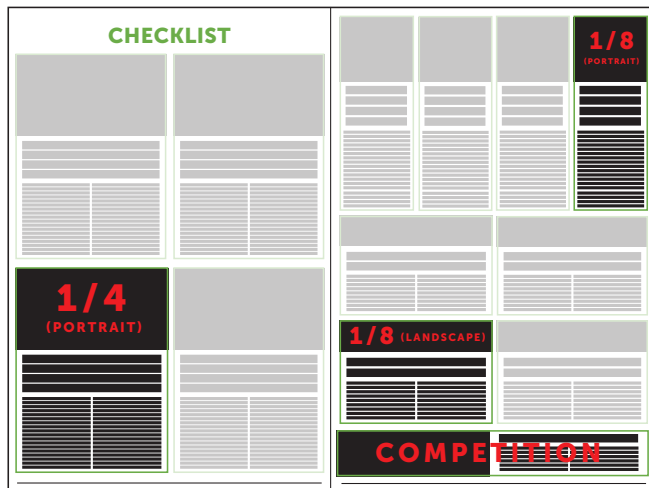


### GENDER



## 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

<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 images + logo

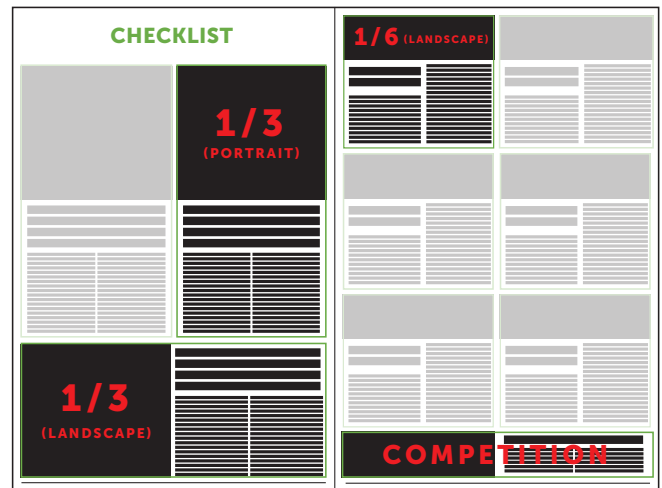
### EIGHTH PAGE

Landscape: 131.5 x 63 mm  
Portrait: 63.9 x 137.7 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 image + logo

## 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

<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words
<b>Contact</b>	Website, phone number
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

Landscape: 131.5 x 90.4 mm

<b>Headline</b>	Written in-house
<b>Main body copy</b>	120-150 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 images + logo

### COMPETITION: 267 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>	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