

Travel

checklist



PUBLISHED WITH  SATURDAY 25 JANUARY 2020

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

The **Travel Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Sun*.

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* readers went on 8.2 million trips around the UK in the last year. They are always interested in getting value for their money - and particularly so when it comes to their family.


The **Travel Checklist** serves as an essential guide for readers looking for new and exciting ways to spend their money. It showcases a high-quality selection of products and services to benefit the whole family, ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.


Published on a Saturday, the **Travel Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family days out, travel and attractions.

PARTICULARLY CONSIDERING


- 54% of *Sun* readers say they enjoy planning holidays
- £4.4 billion spent on holidays by *Sun* readers in the last 12 months
- Some 404,000 *Sun* readers have a family income over £50K
- More under 35s read *The Sun* than the three main leading competitors combined


Discover Britain's best kept secret

Discover Britain's best kept secret... 


Discover Britain's best kept secret... 


From seaside breaks to countryside escapes

From seaside breaks to countryside escapes... 


From seaside breaks to countryside escapes... 


Start planning your football package trip today

Start planning your football package trip today... 


Start planning your football package trip today... 


Multi-activity trips for the whole family

Multi-activity trips for the whole family... 


Multi-activity trips for the whole family... 


You don't need to go far for a luxury spa break

You don't need to go far for a luxury spa break... 


You don't need to go far for a luxury spa break... 


Visit the UK's largest theme park

Visit the UK's largest theme park... 


Visit the UK's largest theme park... 


Best summer activities for kids

Best summer activities for kids... 


Best summer activities for kids... 


Book theatre tickets and packages for the best West End shows in London

Book theatre tickets and packages for the best West End shows in London... 

Book theatre tickets and packages for the best West End shows in London... 

A stay at Stoke Park in a stunning suite with dinner included

A stay at Stoke Park in a stunning suite with dinner included... 

A stay at Stoke Park in a stunning suite with dinner included... 

3.2m

Saturday print readership of
The Sun

No.1

The Sun is the UK's No. 1
national daily newspaper

50%

more likely to purchase
something as a result of seeing
an advert in the newspaper

36%

of regular *Sun* readers
say they take action after
seeing adverts

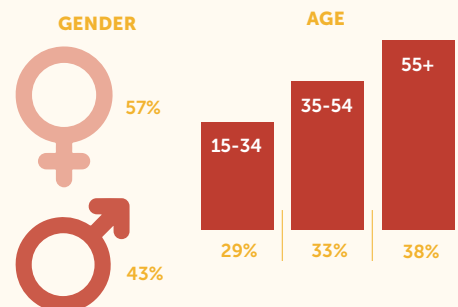
RATE CARD

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

DISTRIBUTION

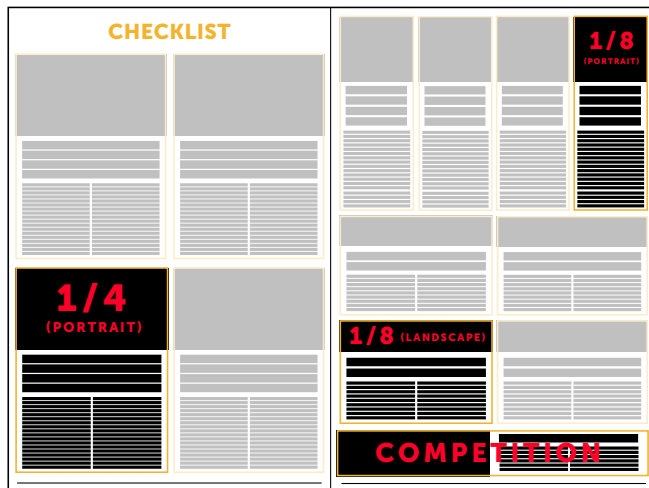
- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 132 x 136.6 mm

Headline	Written in-house
Main body copy	200-250 words
Contact	Website, phone number
Images	1-2 images + logo

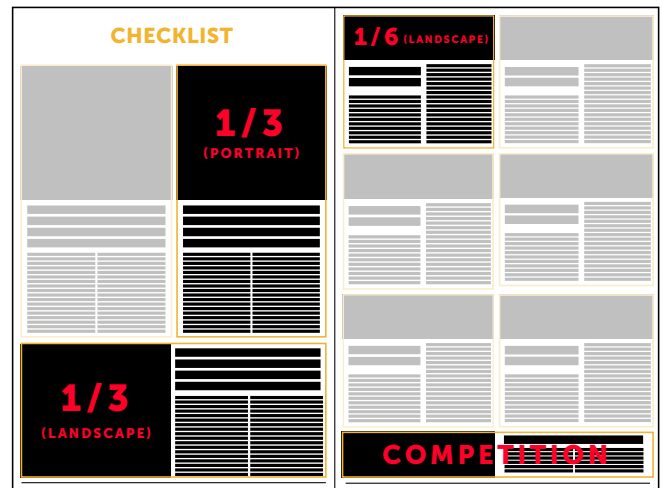
EIGHTH PAGE

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

Headline	Written in-house
Main body copy	70-100 words
Contact	Website, phone number
Images	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

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

SIXTH PAGE

Landscape: 132 x 89.7 mm

Headline	Written in-house
Main body copy	120-150 words
Contact	Website, phone number
Images	1 image + logo

COMPETITION: 268 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	2 images + logo
Prize	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. Larger files can be sent to production@hurstmediacompany.co.uk via 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