

Health and Wellbeing checklist



PUBLISHED WITH  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

Health and Wellbeing checklist

ADVERTISEMENT

Love, safe sex and expectations

SEXUAL HEALTH IS AN ESSENTIAL PART OF YOUR WELLBEING. IT'S ABOUT MORE THAN JUST PHYSICAL HEALTH – IT'S ABOUT FEELING GOOD ABOUT YOURSELF AND YOUR RELATIONSHIP. DUREX HAS A RANGE OF PRODUCTS TO HELP YOU STAY SAFE AND ENJOY YOUR SEXUAL EXPERIENCE. VISIT [DUREX.CO.UK](http://durex.co.uk) FOR MORE INFORMATION.

The Slender way to reduce cravings and help you lose weight

WE'VE ALL BEEN THERE. YOU WANT TO LOSE WEIGHT, BUT YOU'RE STRUGGLING TO RESIST THOSE CRAVINGS. SLENDER IS THE ANSWER. IT'S A NUTRITIONAL SUPPLEMENT THAT HELPS REDUCE CRAVINGS AND SUPPORTS YOUR WEIGHT LOSS JOURNEY. VISIT [SLENDER.CO.UK](http://slender.co.uk) FOR MORE INFORMATION.

When blisters strike, carry on with Compeed

ADVERT A SQUARED DEAL OF BLENDS. COMPEED IS THE ONLY BRAND OF BLENDS THAT'S BEEN AWARDED THE ROYAL COLLEGE OF PHYSICIANS' SEAL OF APPROVAL. IT'S THE ONLY BRAND OF BLENDS THAT'S BEEN AWARDED THE ROYAL COLLEGE OF PHYSICIANS' SEAL OF APPROVAL. VISIT [COMPEED.CO.UK](http://compeed.co.uk) FOR MORE INFORMATION.

Knee pain sufferers unite with Neo G

NEO G IS A NUTRITIONAL SUPPLEMENT THAT HELPS REDUCE KNEE PAIN AND SUPPORTS YOUR JOINT HEALTH. IT'S THE ONLY BRAND OF NEO G THAT'S BEEN AWARDED THE ROYAL COLLEGE OF PHYSICIANS' SEAL OF APPROVAL. VISIT [NEOG.CO.UK](http://neog.co.uk) FOR MORE INFORMATION.

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

VISION DIRECT HAS A RANGE OF HIGH-QUALITY CONTACT LENSES AT AFFORDABLE PRICES. DELIVERED STRAIGHT TO YOUR DOOR. VISIT [VISIONDIRECT.CO.UK](http://visiondirect.co.uk) FOR MORE INFORMATION.

Treat your swallowing and reflux problems

IQORO HAS A RANGE OF PRODUCTS TO HELP YOU TREAT YOUR SWALLOWING AND REFLUX PROBLEMS. VISIT [IQORO.CO.UK](http://iqoro.co.uk) FOR MORE INFORMATION.

Looking to build your own home gym? Look no further.

JUL HAS A RANGE OF PRODUCTS TO HELP YOU BUILD YOUR OWN HOME GYM. VISIT [JUL.CO.UK](http://jul.co.uk) FOR MORE INFORMATION.

Why protein should be top of your priority list

UP BEAT HAS A RANGE OF PRODUCTS TO HELP YOU INCREASE YOUR PROTEIN INTAKE. VISIT [UPBEAT.CO.UK](http://upbeat.co.uk) FOR MORE INFORMATION.

The right way to take CBD

SATIPHARM HAS A RANGE OF PRODUCTS TO HELP YOU TAKE CBD THE RIGHT WAY. VISIT [SATIPHARM.CO.UK](http://satipharm.co.uk) FOR MORE INFORMATION.

Making iron better...

ACTIVE IRON HAS A RANGE OF PRODUCTS TO HELP YOU INCREASE YOUR IRON INTAKE. VISIT [ACTIVEIRON.CO.UK](http://activeiron.co.uk) FOR MORE INFORMATION.

3.2m
Saturday print 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

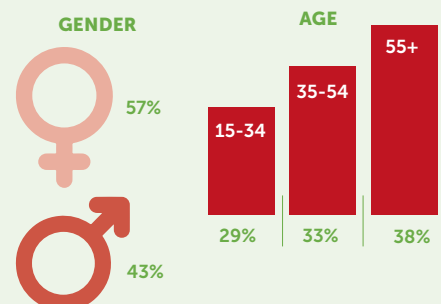
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,750
Eighth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

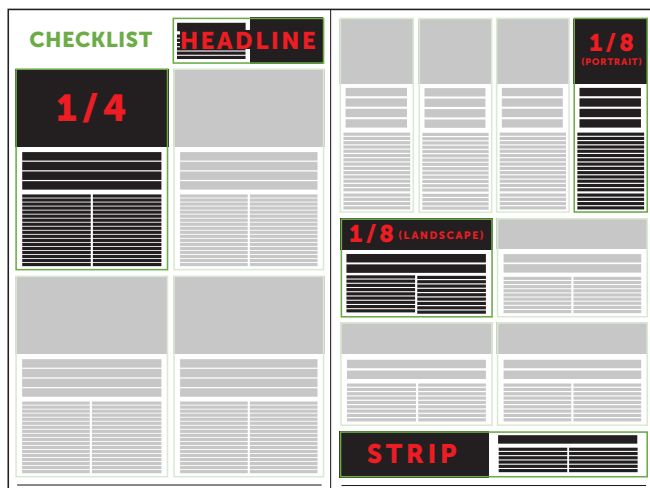
- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

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

Total word count	200-250 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo

EIGHTH PAGE

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

Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 268 x 42.5 mm

Main body copy	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + 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

Total word count	200-300 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo

SIXTH PAGE

Landscape: 132 x 89.7 mm

Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 image + logo

HEADLINE Landscape: 134 x 42.5 mm

Main body copy	60-80 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- 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.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- 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 will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be subedited by Hurst Media's editorial team. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

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.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk



HURST MEDIA

The UK's trusted media partner