

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, saving more money or trying something new. Here are some ideas for you.

Effortless savings on your energy bills, forever

ABOUT 10 MILLION PEOPLE DON'T know that they can save money on their energy bills. It's not just about switching to a better tariff, it's about making sure you're getting the best deal. The good news is that it's easy to do. Just call your energy provider and ask for a 'best price guarantee' or 'price protection' deal. This means that if your provider's prices go up, they'll match the lowest price available. It's a simple way to save money on your energy bills, and it's something you should do every year.

Save cash on tech

RECENT SURVEYS have shown that most people who buy new tech products do so during the New Year period. This is because many people have resolutions to get a new phone, laptop or tablet. The good news is that there are several ways to save money on these items. One way is to look for deals on refurbished products. These are often sold at a discount and come with a warranty. Another way is to look for deals on new products. Many retailers offer discounts on new products during the New Year period. So, if you're looking to buy new tech, now is the time to do it.

Healthy resolutions for a happier new you!

MAKING YOUR NEW YEAR'S resolutions is a great way to start the year off on a positive note. But it's important to make sure your resolutions are realistic and achievable. One of the best ways to do this is to focus on small, incremental changes. For example, instead of resolving to lose 10 pounds, resolve to walk 30 minutes a day. This is a much more achievable goal, and it's one that you can stick to. Another good resolution is to eat healthier. This doesn't mean giving up all your favourite foods, but it does mean making small changes to your diet. For example, you could try swapping out sugary drinks for water or adding more fruits and vegetables to your meals. These small changes can add up over time and help you achieve your goals.

The ultimate implant experience

IF YOU'VE ever thought about implants, don't be put off by the word 'implant'. In fact, implants can be a great way to improve your appearance and boost your confidence. There are several types of implants available, including breast implants, lip implants and chin implants. Each type of implant has its own benefits and risks, so it's important to talk to a qualified professional before deciding if an implant is right for you. However, many people who have had implants report feeling more confident and happier with their appearance. So, if you're considering an implant, now is the time to do it.

Thriving joyfully with a vegan lifestyle choice

IF YOU'VE ever thought about going vegan, now is the time to do it. Going vegan can be a great way to improve your health and the environment. There are many benefits to a vegan diet, including lower risk of heart disease, diabetes and certain cancers. Additionally, a vegan diet is often lower in calories, which can help with weight loss. On the environmental side, a vegan diet is much more sustainable than a diet that includes meat. This is because raising livestock for meat production is a major contributor to climate change. So, if you're looking to make a positive impact on the world, going vegan is a great choice.

Dealing with debt

IF YOU'VE ever thought about getting out of debt, now is the time to do it. Debt can be a major stressor in your life, but there are several ways to get out of debt. One way is to create a budget and stick to it. This will help you track your spending and identify areas where you can cut back. Another way is to negotiate with your creditors. Many creditors are willing to work with you if you're having trouble making payments. So, if you're struggling with debt, don't panic. There are solutions out there, and you can get out of debt if you're willing to take the right steps.

Bay or sell unwanted gift cards and make your money go further

IF YOU'VE ever bought a gift card that you didn't use, now is the time to get rid of it. Gift cards are often sold at a discount, so you can make more out of them than you did when you bought them. There are several websites where you can sell your gift cards, and it's easy to do. Just go to the website, enter the details of your gift card, and you'll be able to sell it for a percentage of its value. This is a great way to make some extra money and get rid of unwanted gift cards.

Looking to build your own home gym?

IF YOU'VE ever thought about building a home gym, now is the time to do it. A home gym can be a great way to stay fit and healthy, and it's something you can do from the comfort of your own home. There are many options for home gyms, from simple treadmills and exercise bikes to more complex setups with free weights and resistance bands. The key is to choose a gym that fits your needs and budget. Once you have your gym, you can start working out and achieving your fitness goals.

So click Cardyard, it's the easiest way to sell your unwanted gift cards

IF YOU'VE ever bought a gift card that you didn't use, now is the time to get rid of it. Cardyard is a website where you can sell your gift cards for up to 90% of their value. It's a simple and easy way to make some extra money and get rid of unwanted gift cards. Just go to the website, enter the details of your gift card, and you'll be able to sell it for a percentage of its value. This is a great way to make some extra money and get rid of unwanted gift cards.

Cardyard
it's the top gift card exchange

Making iron better...

IF YOU'VE ever thought about making iron better, now is the time to do it. Iron is an essential nutrient for your body, and it's important to make sure you're getting enough of it. There are several ways to make iron better, including taking iron supplements and eating iron-rich foods. Iron supplements can help you increase your iron levels, but it's important to take them correctly. You should take them with food and avoid taking them with tea or coffee, as these can interfere with iron absorption. Eating iron-rich foods like red meat, poultry, fish and legumes can also help you get enough iron. So, if you're looking to make iron better, now is the time to do it.

Protein World

National Debt Expert

3.2m

Saturday print readership

35s

read *The Sun* than the three main leading competitors combined

36%

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

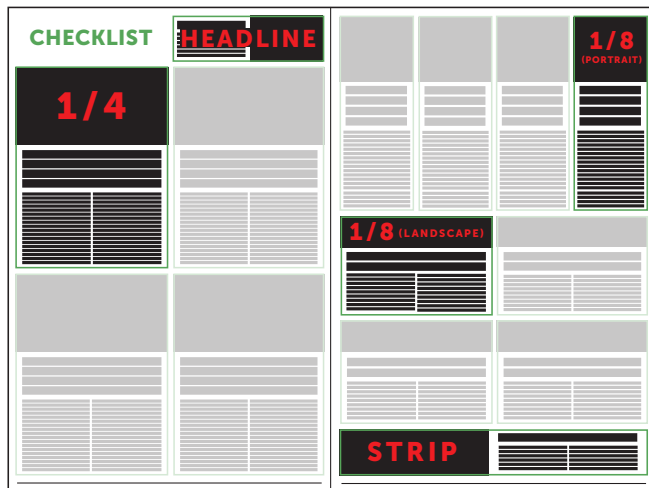
404k

of *Sun* readers have a family income over £50k

RATE CARD		DISTRIBUTION		DEMOGRAPHICS	
Third page	£12,000	<ul style="list-style-type: none"> 1,513,000 Saturday print circulation 3,243,000 Saturday print readership Distributed UK wide 	<p>GENDER</p> <p>♀ 57%</p> <p>♂ 43%</p>	<p>AGE</p> <p>15-34 29%</p> <p>35-54 33%</p> <p>55+ 38%</p>	
Quarter page	£9,000				
Sixth page	£6,750				
Eighth page	£5,000				
Competition Partnership (Advertorial or Advert)	P.O.A.				

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

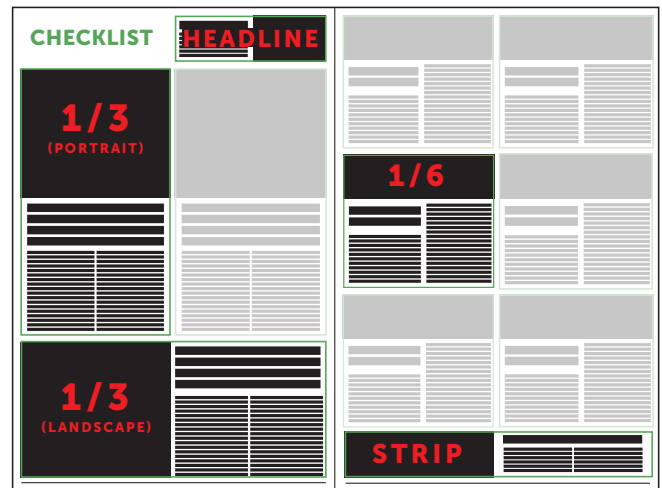
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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.

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HURST MEDIA

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