

Family

checklist



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

The **Family 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 value for their money – and particularly so when it comes to their family.

The **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from healthy food and drink options, fashion essentials, new mum advice, plus family-friendly half-term travel destinations and family finances.

The **Family Checklist** serves as an essential guide for parents, packed with inspiration for how to give their children the best start in life. Published during the school term-time as we approach the autumn half term, a time when families often focus on plans for their children, the **Family Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

PARTICULARLY CONSIDERING

- The *Sun* readers and family went on 8.2 million trips around the UK in the last year
- In a typical week, *Sun* readers are involved in 16 million conversations about children's products
- The *Sun* readers and family buy 14% of the country's petrol every week
- The *Sun* audience contains more under 35s than the three main leading competitors

Family checklist

Take care of your family, whether they're kids, toddlers or teenagers, with our selection of products, services and educational essentials.

Digital magazine subscription app lets you read over 3,000 of your favourite titles in any location

School bag essentials for kids of all ages

Perfect chocolatey brioché treats for everyone

Make school lunches exciting

With expert tips and recipes, this book is a must-have for any parent looking to make school lunches a fun and healthy experience. Available to read on our app, including on the go.

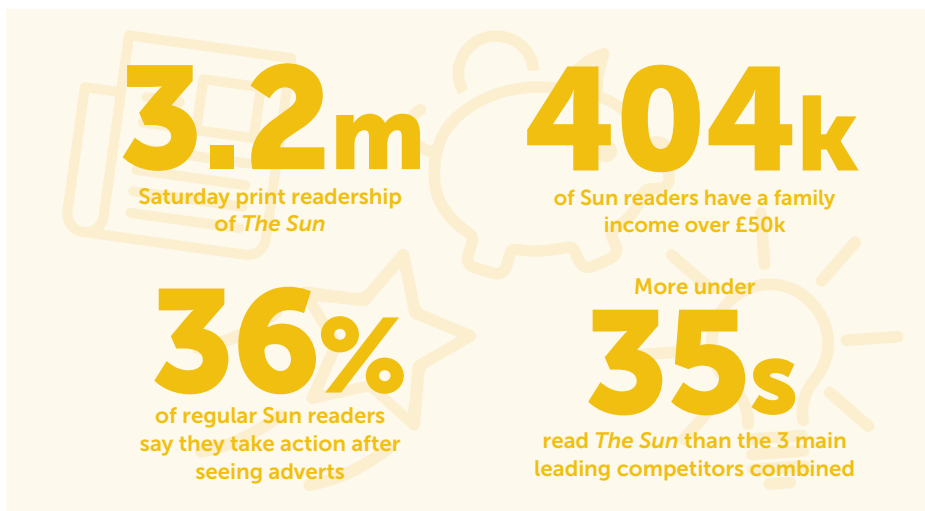
Available to read on our app, including on the go.

Build your confidence among the tree tops!

As a parent, you know your child needs to be confident and brave. This book is a must-have for any parent looking to help their child build their confidence and bravery. Available to read on our app, including on the go.

Save cash on tech!

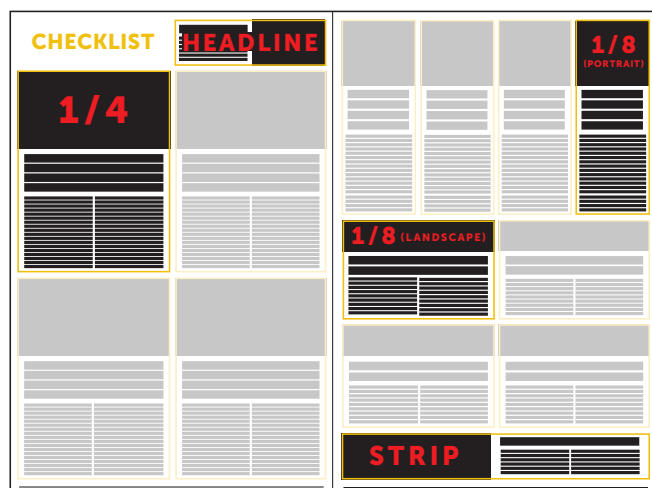
With expert tips and recipes, this book is a must-have for any parent looking to make school lunches a fun and healthy experience. Available to read on our app, including on the go.



RATE CARD		DISTRIBUTION		DEMOGRAPHICS	
Third page	£12,000	• 1,513,000 Saturday print circulation		GENDER	AGE
Quarter page	£9,000	• 3,243,000 Saturday print readership		57%	15-34
Sixth page	£6,750	• Distributed UK wide		43%	35-54
Eighth page	£5,000				55+
Competition Partnership (Advertorial or Advert)	POA				29%
					33%
					38%

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

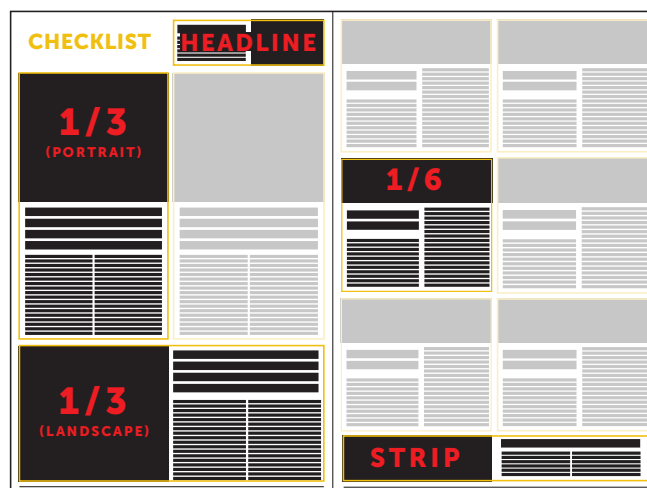
Main body copy 120-150 words

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

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HURST MEDIA

The UK's trusted media partner