

Health and Wellbeing 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 **Health & Wellbeing 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 **Health & Wellbeing Checklist** serves as the essential guide to help them make positive changes in order to lead a healthier, happier lifestyle.

It showcases a high-quality selection of products and services, ranging from over-the-counter remedies, specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness solutions and homeware and mobility options.

Published in the *Sunday Express*, the **Health & Wellbeing 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

Love, safe sex and expectations

SEXUAL HEALTH is a complex issue and it's important to have a good understanding of what's going on. The *Sunday Express* has a special section on sexual health, featuring advice from experts and a Q&A session with Dr. Sarah Jones. Visit dailymail.co.uk/sex for more information.

Treat your swallowing and reflux problems

Acid reflux is a common condition that affects many people. It's caused by stomach acid flowing back up into the oesophagus, which can cause heartburn and other symptoms. There are several ways to treat acid reflux, including lifestyle changes and medication. Visit dailymail.co.uk/health for more information.

Looking to build your own home gym?

Look no further... If you're looking to build your own home gym, there are many options available. From treadmills and exercise bikes to free weights and resistance bands, you can create a complete home gym in your own home. Visit dailymail.co.uk/fitness for more information.

The Slender way to reduce cravings and help you lose weight

THE SLENDER WAY is a revolutionary new way to lose weight. It's based on the science of appetite control and helps you to reduce your cravings for high-calorie foods. Visit dailymail.co.uk/weightloss for more information.

To help you kickstart your health and fitness goals, Protein World are offering a special offer...

Protein World is a leading brand of sports nutrition. They offer a range of products to help you build muscle and improve your performance. Visit dailymail.co.uk/proteinworld for more information.

When blisters strike, carry on with Compeed®

Compeed is a leading brand of blister plasters. They offer a range of products to help you protect your skin and prevent blisters from forming. Visit dailymail.co.uk/compeed for more information.

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

DAILEY'S is a leading brand of contact lenses. They offer a range of products to help you see clearly and comfortably. Visit dailymail.co.uk/daileys for more information.

Why protein should be top of your priority list

Protein is an essential nutrient for your body. It helps to build muscle and repair tissues. There are many ways to get protein, including from food and supplements. Visit dailymail.co.uk/protein for more information.

The right way to take CBD

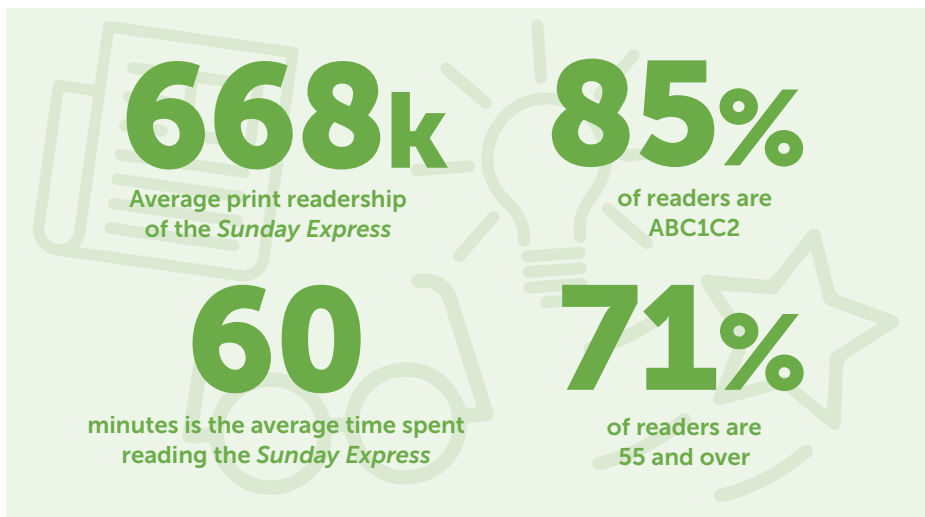
CBD is a natural compound that has many health benefits. There are several ways to take CBD, including from oil, capsules, and edibles. Visit dailymail.co.uk/cbd for more information.

Knee pain sufferers unite with Neo G

Neo G is a leading brand of knee pain relief products. They offer a range of products to help you relieve your knee pain and improve your mobility. Visit dailymail.co.uk/neog for more information.

Making iron better...

IRON is an essential nutrient for your body. It helps to carry oxygen to your cells and is essential for many other functions. There are many ways to get iron, including from food and supplements. Visit dailymail.co.uk/iron for more information.



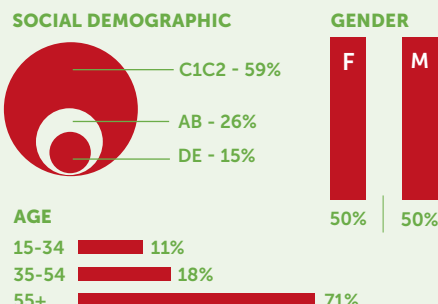
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

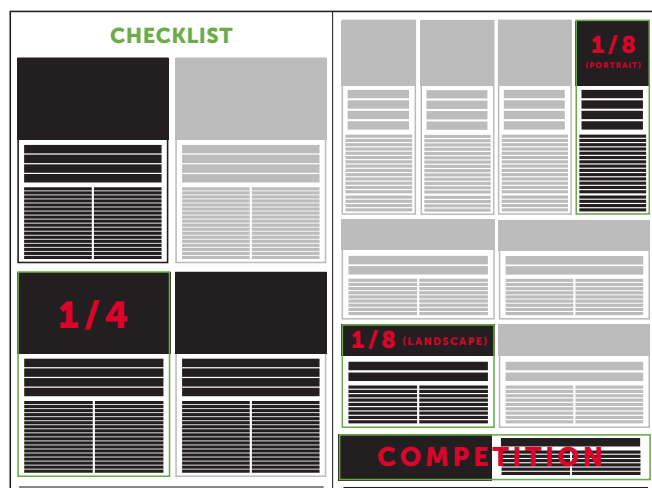
- The *Sunday Express* has a circulation of 271,000
- 668,000 is the average readership
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 131.5 x 137.7 mm

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

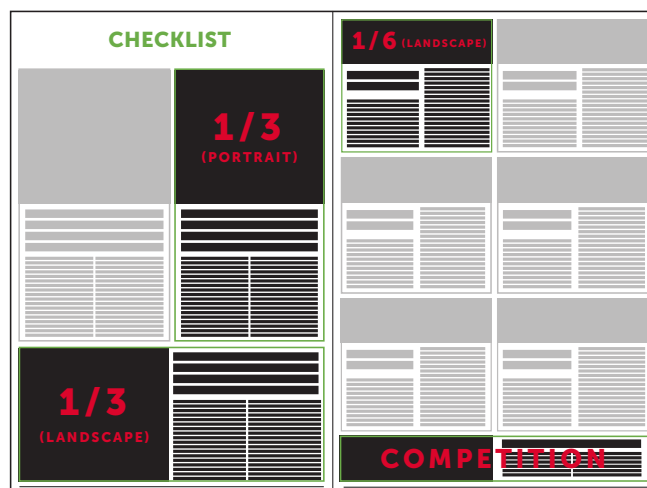
EIGHTH PAGE

Landscape: 131.5 x 63 mm
Portrait: 63.9 x 137.7 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: 267 x 90.4 mm
Portrait: 131.5 x 185 mm

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

SIXTH PAGE

Landscape: 131.5 x 90.4 mm

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

COMPETITION: 267 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	2 images + logo
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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

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

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