Health and Wellbe checklist 2







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(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 Sunday Mirror.

The Sunday Mirror boasts a mature readership, with some 633,050 of its readers over the age of 55. The Health & Wellbeing Checklist serves as the essential guide to help these health-conscious readers make positive, informed changes to the way they live so as to lead a healthier, happier lifestyle.

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

Published in The Sunday Mirror, 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 ones health and wellbeing and are openminded about improving their lives.

PARTICULARLY CONSIDERING

- 912k readers are main shoppers
- The Mirror boasts a mature readership with an average age of 58
- Some 633.050 Sunday Mirror readers are over the age of 55



Daily print readership of the Sunday Mirror minutes is the average time spent reading Sunday Mirror

of readers are ABC1C2

of readers are 55 and over

RATE CARD

Third page £8,500

Quarter page £6,750

Sixth page £5,000

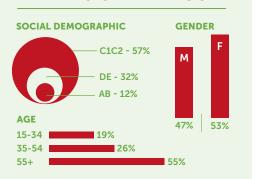
Competition Partnership (Advertorial or Advert)

P.O.A.

DISTRIBUTION

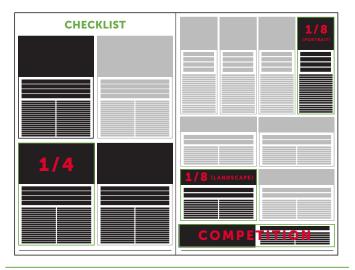
- Sunday Mirror has a circulation of 436,000
- 1,151,000 is the average readership
- **Distributed UK wide**

DEMOGRAPHICS



1/4, 1/8 FEATURE REQUIREMENTS

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



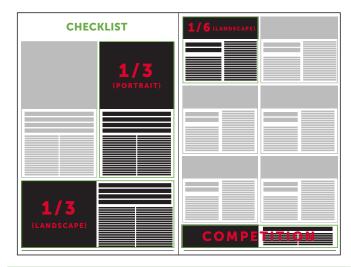
QUARTER PAGE

Portrait: 131.5 x 137.7 mm

Portrait: 63.9 x 137.7 mm Headline Written in-house Headline Written in-house 200-250 words 70-100 words Main body Main body сору сору Contact Website, phone number Contact Website, phone number 1-2 images + logo Images 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 Headline Written in-house Written in-house 200-300 words 120-150 words Main body Main body сору сору Website, phone number Website, phone number Contact Contact Images 2-3 images + logo Images 1 image + logo

Images

SIXTH PAGE

Landscape: 131.5 x 90.4 mm

2 images + logo

COMPETITION: 267 x 42.5 mm

 Headline
 Written in-house
 Main body copy
 50-70 words
 Contact
 Website, phone number

EIGHTH PAGE

Landscape: 131.5 x 63 mm

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 wetransfer.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

