

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)

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

Your body is precious and it's up to you to look after it properly. Here are a variety of ideas for a healthier, happier you.

The Slender way to reduce cravings and help you lose weight

Whether you're looking to lose weight or just want to feel better about your body, the Slender way is the perfect solution. It's a natural, healthy way to lose weight that doesn't involve any dieting or exercise. It's all about taking care of your body from the inside out. Slender is a natural, healthy way to lose weight that doesn't involve any dieting or exercise. It's all about taking care of your body from the inside out.

When blisters strike, carry on with Compeed®

ADVERT A SQUARED DEAL OF BLENDS. When you're on the go, it's important to have a first aid kit that includes Compeed. Compeed is a natural, healthy way to lose weight that doesn't involve any dieting or exercise. It's all about taking care of your body from the inside out.

Knee pain sufferers unite with Neo G

ADVERT A SQUARED DEAL OF BLENDS. When you're on the go, it's important to have a first aid kit that includes Compeed. Compeed is a natural, healthy way to lose weight that doesn't involve any dieting or exercise. It's all about taking care of your body from the inside out.

Love, safe sex and expectations

ADVERT A SQUARED DEAL OF BLENDS. When you're on the go, it's important to have a first aid kit that includes Compeed. Compeed is a natural, healthy way to lose weight that doesn't involve any dieting or exercise. It's all about taking care of your body from the inside out.

Treat your swallowing and reflux problems

ADVERT A SQUARED DEAL OF BLENDS. When you're on the go, it's important to have a first aid kit that includes Compeed. Compeed is a natural, healthy way to lose weight that doesn't involve any dieting or exercise. It's all about taking care of your body from the inside out.

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

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Why protein should be top of your priority list

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The right way to take CBD

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

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Discover over 4000 today, the best-selling contact lenses from VisionDirect

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3.2m

Saturday print readership of *The Sun*

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

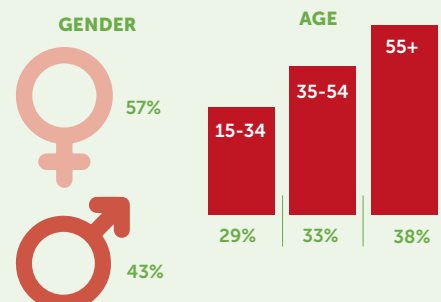
RATE CARD

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

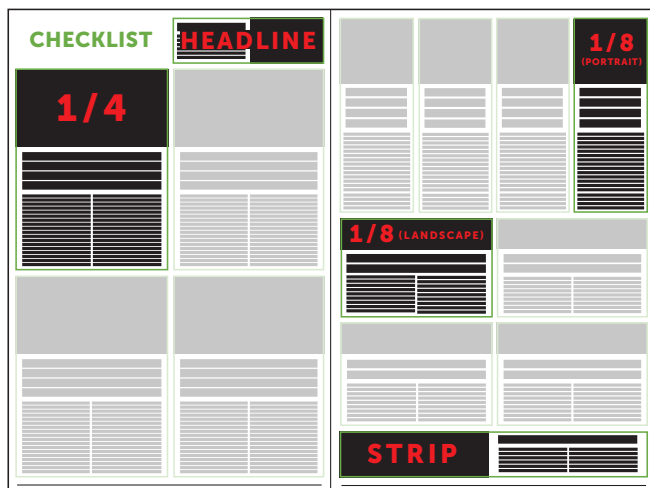
- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

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

Total word count	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

Total word count	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 [wetransfer.com](https://www.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 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