

Retirement Planning

checklist

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



Retirement Planning Checklist is a full-colour tabloid sized double-page spread of advertorial content published in *Sunday Express*.

The *Sunday Express* readership boasts a mature audience, with 71% of its readers over the age of 55. Therefore, **Retirement Planning Checklist** will serve as the essential guide for these affluent readers, to ensure they make the most of their time and money when they decide to stop working, as well providing advice for how they can best care for their parents in retirement.

It showcases a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, healthcare and healthcare options.

Published in the *Sunday Express*, **Retirement Planning Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

PARTICULARLY CONSIDERING

- Readers of the *Sunday Express* spend on average 60 minutes reading the paper
- 44% of *Daily Express* readers also read the *Sunday Express*
- 444,000 readers of the *Sunday Express* are aged over 55

Regenove your body!

A DAILY SUPPLEMENT that improves circulation in the body, helping to reduce the risk of heart disease, stroke, and other conditions. It also helps to improve the health of the skin, hair, and nails. Regenove is a natural, plant-based supplement that is safe for everyone to take.

Find out how Regenove can help you at regenove.co.uk

In need of surgery? Why wait?

At the **Acorn Stairlifts**, we understand that waiting for surgery can be a stressful time. We offer a range of services to help you get the most out of your time, including home care, meal delivery, and more.

Acorn Stairlifts is a leading provider of stairlifts and home care services. We have over 20 years of experience and a reputation for excellence.

Discover what's waiting to meet you with a Danbury Campervan

At the **Danbury Campervan**, we offer a range of campervans for hire, from small vans to large motorhomes. We have a fleet of modern, well-equipped vehicles that are perfect for your next holiday.

Danbury Campervan is a leading provider of campervan hire services. We have over 10 years of experience and a reputation for excellence.

Knee pain sufferers unite with Neo G

At the **Neo G**, we offer a range of products to help you manage your knee pain. Our products are designed to provide relief and improve your mobility.

Neo G is a leading provider of knee pain relief products. We have over 10 years of experience and a reputation for excellence.

Are you one of 58% of people yet to make a Will?

At the **Will Writing Service**, we offer a range of services to help you create your will. Our services are designed to be simple, easy, and affordable.

Will Writing Service is a leading provider of will writing services. We have over 10 years of experience and a reputation for excellence.

Treat your swallowing and reflux problems

At the **Iqoro**, we offer a range of products to help you manage your swallowing and reflux problems. Our products are designed to provide relief and improve your quality of life.

Iqoro is a leading provider of swallowing and reflux products. We have over 10 years of experience and a reputation for excellence.

Feel safe on your stairs with an Acorn Stairlift

At the **Acorn Stairlifts**, we offer a range of stairlifts to help you feel safe on your stairs. Our stairlifts are designed to be simple, easy, and affordable.

Acorn Stairlifts is a leading provider of stairlift services. We have over 20 years of experience and a reputation for excellence.

Living the retirement you've longed for

At the **SunLife**, we offer a range of products to help you live the retirement you've longed for. Our products are designed to provide relief and improve your quality of life.

SunLife is a leading provider of retirement products. We have over 10 years of experience and a reputation for excellence.

Take control of your pension savings with an online plan

At the **PensionBee**, we offer a range of services to help you take control of your pension savings. Our services are designed to be simple, easy, and affordable.

PensionBee is a leading provider of pension services. We have over 10 years of experience and a reputation for excellence.

668k Average print readership of the *Sunday Express*

85% of readers are ABC1C2

60 minutes is the average time spent reading *Sunday Express*

71% of readers are 55 and over

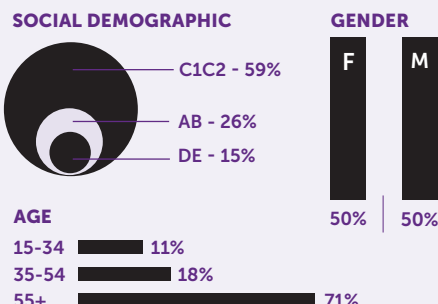
RATE CARD

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

DISTRIBUTION

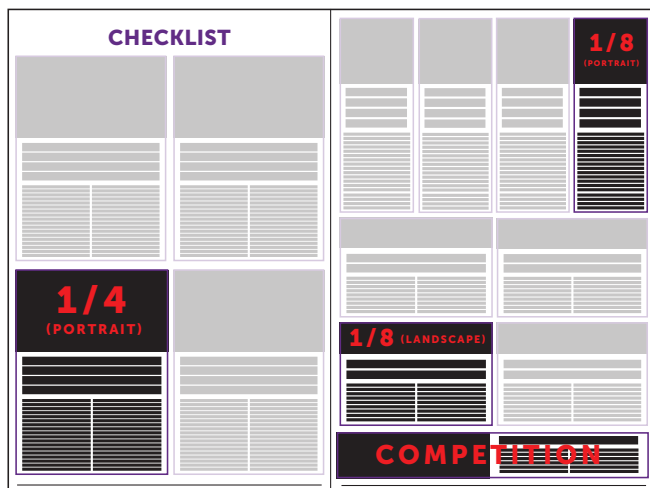
- *Sunday Express* has a circulation of 271,000
- 668,000 is the average readership
- Distributed UK wide

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

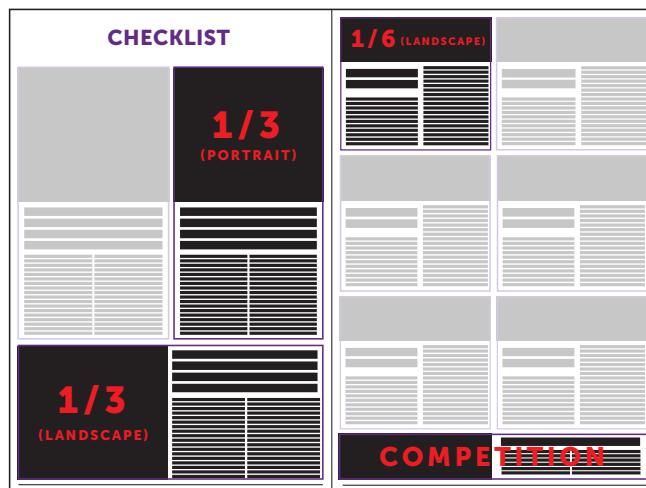
EIGHTH PAGE

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	1-2 images + 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

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HURST MEDIA

The UK's trusted media partner