

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 the *Sunday Mirror*.

The *Sunday Mirror* boasts a mature readership, with 633,050 of its readers over the age of 55. Retirement Planning Checklist will therefore serve as the essential guide for these readers, to ensure they make the most of their time and money when they stop working, as well as 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, homecare and healthcare options.

Published in the *Sunday Mirror*, 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

- 912k readers are main shoppers
- The *Mirror* boasts a mature readership with an average age of 58
- 633,050 *Sunday Mirror* readers are over the age of 55



Retirement Planning checklist

Plan for your retirement on the day you need it. Find out how to plan for your retirement on the day you need it. Find out how to plan for your retirement on the day you need it.

In need of surgery? Why wait?

At 60, you're not too old to get a hip replacement. But if you're waiting for one, you're not too old to get a hip replacement. But if you're waiting for one, you're not too old to get a hip replacement.

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

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

Knee pain sufferers unite with Neo G

Knee pain sufferers unite with Neo G. Knee pain sufferers unite with Neo G. Knee pain sufferers unite with Neo G. Knee pain sufferers unite with Neo G.

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

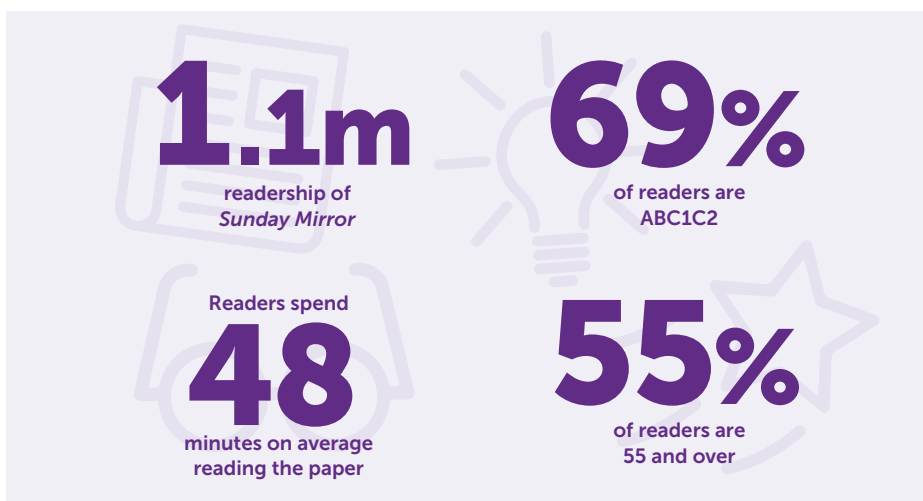
Are you one of 58% of people yet to make a Will? Are you one of 58% of people yet to make a Will? Are you one of 58% of people yet to make a Will?

Inspired choices for retirement living

Inspired choices for retirement living. Inspired choices for retirement living. Inspired choices for retirement living. Inspired choices for retirement living.

Take control of your pension savings with an online plan

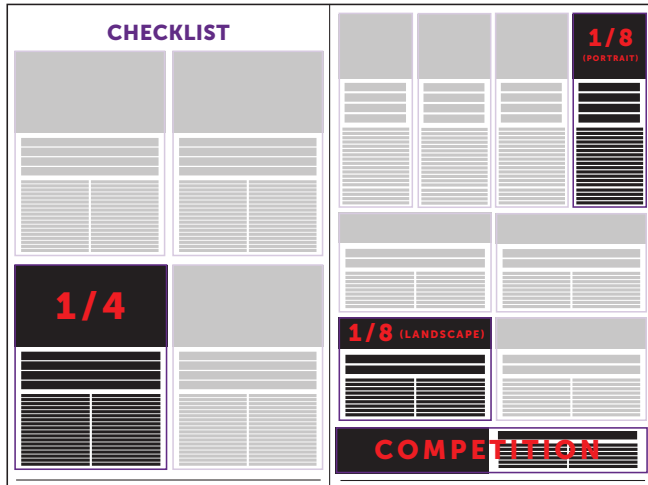
Take control of your pension savings with an online plan. Take control of your pension savings with an online plan. Take control of your pension savings with an online plan.



RATE CARD	DISTRIBUTION	DEMOGRAPHICS
<p>Third page £8,500</p> <p>Quarter page £6,750</p> <p>Sixth page £5,000</p> <p>Competition Partnership (Advertorial or Advert) P.O.A.</p>	<ul style="list-style-type: none"> • <i>Sunday Mirror</i> has a circulation of 436,000 • 1,151,000 is the average weekly readership • Distributed UK wide 	<p>SOCIAL DEMOGRAPHIC</p> <p>C1C2 - 57%</p> <p>DE - 32%</p> <p>AB - 12%</p> <p>AGE</p> <p>15-34 19%</p> <p>35-54 26%</p> <p>55+ 55%</p> <p>GENDER</p> <p>M 47%</p> <p>F 53%</p>

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

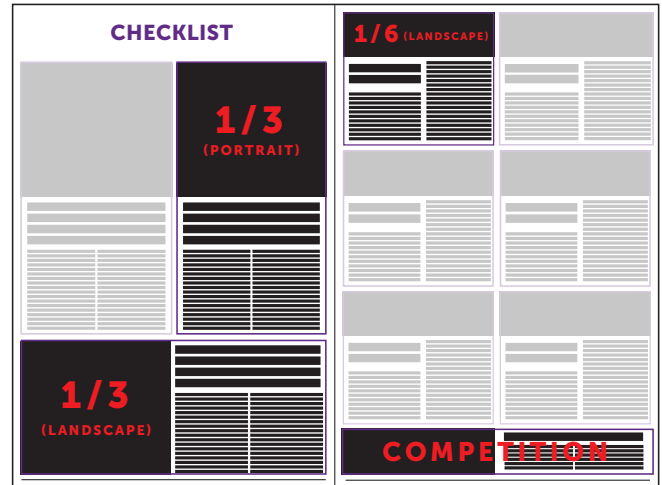
EIGHTH PAGE

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

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

The UK's trusted media partner