

# Travel 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 **Travel Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Sun*.

*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* readers went on 8.2 million trips around the UK in the last year. They are always interested in getting value for their money - and particularly so when it comes to their family.

The **Travel Checklist** serves as an essential guide for readers looking for new and exciting ways to spend their money. It showcases a high-quality selection of products and services to benefit the whole family, ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.

Published on a Saturday, the **Travel Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family days out, travel and attractions.

## PARTICULARLY CONSIDERING

- 54% of *Sun* readers say they enjoy planning holidays
- £4.4 billion spent on holidays by *Sun* readers in the last 12 months
- Some 404,000 *Sun* readers have a family income over £50K
- More under 35s read *The Sun* than the three main leading competitors combined

### Travel checklist

Whether you're looking for the best of the world, or simply head off to London with the family or friends, these destinations have us sorted for the day of the imagination.

#### Enjoy London life - stay at Strand Palace

STRAID PALACE IS A HISTORIC HOTEL IN THE heart of London, just a stone's throw from the Strand. The hotel is a beautiful example of Victorian architecture, with a grand facade and a large garden. It is a perfect place to stay for a family holiday, with a range of rooms and facilities to suit all budgets. The hotel is also a great base for exploring the city, with many of the best sights and attractions just a short walk away.

#### Heathrow Express: the fastest way to Heathrow

For a quick and easy journey to Heathrow, the Heathrow Express is the perfect choice. It is a fast and reliable service, with trains running every 15 minutes. The journey takes just 15 minutes, and the service is very comfortable. It is a great way to get to the airport, and it is also a good way to see the city.

#### Escape without leaving the city

For a relaxing day out, the Bateau London is a great choice. It is a beautiful boat, with a large deck and a comfortable interior. It is a perfect place to spend a day, with a range of activities and facilities to suit all budgets. The boat is also a great way to see the city, with many of the best sights and attractions just a short walk away.

#### Have a Dreamland family day down in Margate

For a fun day out, the Dreamland Margate is a great choice. It is a beautiful park, with a range of rides and attractions to suit all budgets. The park is also a great way to see the city, with many of the best sights and attractions just a short walk away.

#### Build your confidence among the tree tops!

For a fun day out, the Tree Top Walk is a great choice. It is a beautiful walk, with a range of activities and facilities to suit all budgets. The walk is also a great way to see the city, with many of the best sights and attractions just a short walk away.

#### A hidden gem on the island of Crete

For a relaxing day out, the DAOS COVE is a great choice. It is a beautiful beach, with a range of activities and facilities to suit all budgets. The beach is also a great way to see the city, with many of the best sights and attractions just a short walk away.

#### Jamaica: the jewel of the Caribbean

For a fun day out, the Jamaica is a great choice. It is a beautiful island, with a range of activities and facilities to suit all budgets. The island is also a great way to see the city, with many of the best sights and attractions just a short walk away.

# 3.2m

Saturday print readership of  
*The Sun*

# No.1

*The Sun* is the UK's No. 1  
national daily newspaper

# 50%

more likely to purchase  
something as a result of seeing  
an advert in the newspaper

# 36%

of regular *Sun* readers  
say they take action after  
seeing adverts

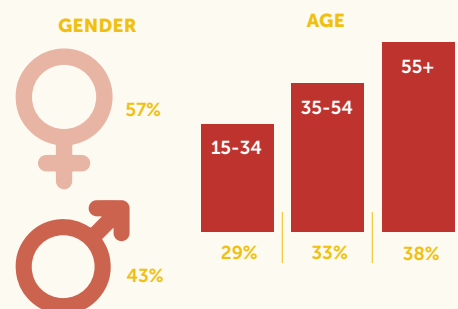
## RATE CARD

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

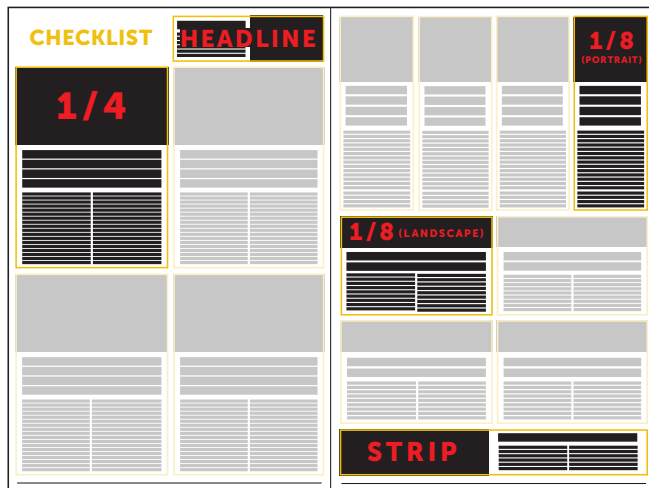
- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

## 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

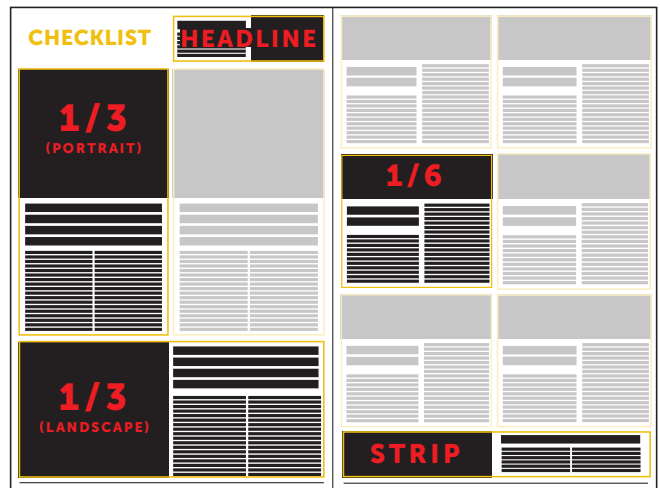
**Main body copy** 120-150 words

**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

**Main body copy** 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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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 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

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



# HURST MEDIA

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