

# CELEBRITY SECRETS

## THE SPRING LIFESTYLE ISSUE

**Distributed in OK! magazine bumper packs with New! and Star on 14th April 2020**



The **Celebrity Secrets** series is distributed with **OK!** magazine bumper packs alongside **New!** and **Star** magazine and is a full-colour, oversized A4 publication.

Featuring high-quality editorial throughout, the Spring Issue is all about helping our readers to live the celebrity life, with tips and tricks right from the mouth of their favourite stars.

The Spring Issue will serve as their essential celebrity guide for everything they need to feel fantastic this Spring - from delicious healthy recipes, fab fitness routines, career advice & development, home improvements, financial advice, summer holiday deals, fashion, hair and beauty trends and much more.

Specialising in celebrity lifestyle content, **Celebrity Secrets** has always prided itself on offering exclusive interviews from the stars. Covering a variety of themes over the last year, these have included food and drink, travel, health, back to school, beauty, fashion, mum and baby, Christmas, weddings, gifts and more.

**"OK! readers are twice as likely to be tempted to buy products that they have seen advertised"**

This is the perfect shop window for your organisation to promote a strong brand message when readers are highly susceptible after having read aspirational lifestyle content.

### Particularly when considering:

- **OK!** readers are twice as likely to be tempted to buy products that they have seen advertised
- 539,000 **OK!** magazine readers buy new clothes every season
- £19 million is the **OK!** readers' monthly combined spend on cosmetic products
- 655,000 **OK!** readers like to try new recipes
- 70% of **OK!** readers like to try out new food products
- 681,000 **OK!** readers went on a holiday last year, spending a total of £1 billion on their trips away.

## EDITORIAL FEATURES

Celebrity Interview • Nutrition • Health • Fitness • Beauty • Fashion • Finances • Interiors • Travel

### RATE CARD

Double page spread	<b>£14,950</b>
Full page	<b>£9,950</b>
Half page	<b>£5,950</b>
Digital newsletter banner (10% premium for advertorials)	<b>£9,950</b>

### DEMOGRAPHIC

- Social Grade ABC1s: 359,100
- Average Age: 38
- Gender: 89% Female, 11% Male



Source: TGI GB 2017 Q2 (Jan 16 - Dec 16)

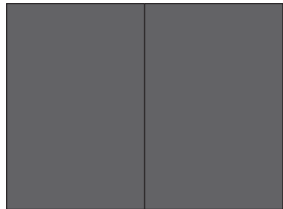
### DISTRIBUTION

- 150,000 printed copies distributed nationwide with **OK!** magazine (in all bumper packs alongside **New!** and **Star**)
- Projected readership 954,000\*
- Sent to all **OK!** online subscribers
- Promoted by **OK!** on all social media platforms (Instagram, Facebook and Twitter)
- Digital ezine posted on **ok.co.uk**

\* **Celebrity Secrets** is an independent magazine published by Hurst Media Company Ltd (who take sole responsibility for its content) but distributed by **OK!** magazine  
 • All bookings are made subject to our Terms & Conditions of advertising, available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](http://hurstmediacompany.co.uk/hurst-media-advertising-terms)  
 • Please see advert and advertorial specifications overleaf.

(\* This is calculated on an average 6.37 readers per copy pro rata to the 150,000 distribution. Source: NRS July - Dec 2016)

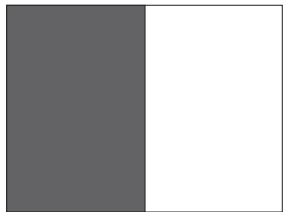
## ADVERT SIZES



### DOUBLE PAGE SPREAD

#### DIMENSIONS

**Bleed:** 428mm (w) x 308mm (h)  
**Trim:** 420mm (w) x 300mm (h)  
**Text-safe area:** 390mm (w) x 270mm (h)  
 (Please supply to the bleed — 4mm all around)



### FULL PAGE

#### DIMENSIONS

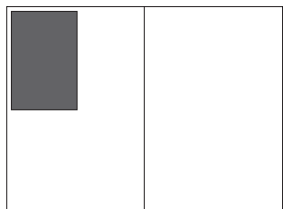
**Bleed:** 218mm (w) x 308mm (h)  
**Trim:** 210mm (w) x 300mm (h)  
**Text-safe area:** 190mm (w) x 280mm (h)  
 (Please supply to the bleed — 4mm all around)



### HALF PAGE

#### DIMENSIONS

**Bleed:** 218mm (w) x 153mm (h)  
**Trim:** 210mm (w) x 145mm (h)  
**Text-safe area:** 190mm (w) x 125mm (h)  
 (Please supply to the bleed — 4mm all around)



### QUARTER PAGE

#### DIMENSIONS

**Trim:** 92mm (w) x 134mm (h)  
**Text-safe area:** 82mm (w) x 124mm (h)

## SUPPLYING ADVERT ARTWORK

### FORMAT AND FILE NAME

All adverts should be supplied according to our naming convention: CS, issue and name of advertiser — **CS\_SPRING\_YOURCLIENTNAME.pdf**

### ARTWORK SPECIFICATIONS

- All images are high resolution (at least 300dpi) and CMYK colour
- Image ink density limit 300%
- We can not use images from a client website as these are too low resolution to print
- Copy and logos are not placed too close to the trim — the text-safe area above has been given as a guideline

We cannot guarantee the quality of the final print if files are supplied outside of these specifications. Colour variations will occur if your files do not utilise the colour profile and respect guidelines outlined above.

### ADVERT DESIGN PREMIUMS

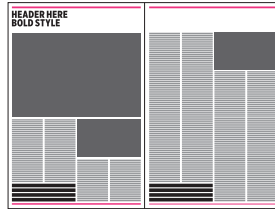
Advert designs (in which the client supplies images, logos and contact details) are charged at a 10% premium or a one off fee of £150, whichever is greater. Subject to availability.

## FILE TRANSFER

Files less than 8Mb can be emailed directly to **production@hurstmediacompany.co.uk**

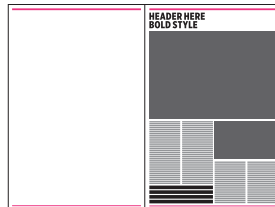
For larger files, send to **production@hurstmediacompany.co.uk** via **wetransfer.com**. Please clarify in your message your company name, publication and on sale date as per your booking.

## ADVERTORIAL REQUIREMENTS



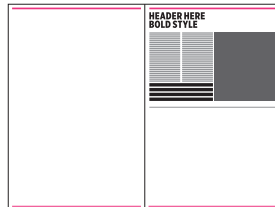
### DOUBLE PAGE SPREAD

**Headline:** 10-30 characters  
**Main body copy:** 600-800 words supplied in a Word document  
**Box copy:** 10-30 words, which could include an offer flash, contact details and address  
**Images:** Max 5 high resolution images\* and company logo



### FULL PAGE

**Headline:** 10-30 characters  
**Main body copy:** 300-400 words supplied in a Word document  
**Box copy:** 10-30 words, which could include an offer flash, contact details and address  
**Images:** Max 3 high resolution images\* and company logo



### HALF PAGE

**Headline:** 10-15 characters  
**Main body copy:** 150-200 words supplied in a Word document  
**Box copy:** 10-30 words, which could include an offer flash, contact details and address  
**Images:** 2-3 high resolution images\* and company logo

## SUPPLYING ADVERTORIAL CONTENT

### IMAGES SPECIFICATIONS

- Please supply all images as high resolution CMYK JPEGs
- All images must be at least 300 dpi when placed at full size
- We reserve the right to convert images to meet this specification if they are not supplied as such

### IN-HOUSE COPY EDITING

- Spelling and grammar will be corrected to the house style
- We reserve the right to cut copy to correct length if copy supplied is over the given limit

### DESIGN PROCESS

- After receiving your copy and images, **we will design your advertorial to our house style** and send a proof to you.
- After sending a proof, we require either your corrections or your approval to send the advertorial to press
- If you have any changes, you have the option of two rounds of corrections before final approval is required

### 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

Image use subject to editorial discretion and may vary depending quality, size and layout.  
 Full pages: 2-5 used; half pages and smaller, may use just one image.

### CONTACT DETAILS

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