

Health & Wellbeing



PUBLISHED WITH The Daily Telegraph ON SATURDAY 27TH APRIL 2019

Health & Wellbeing is a full colour, broadsheet-sized spread of advertorial content, published beneath editorial copy in the Saturday section of *The Daily Telegraph*.

The Daily Telegraph boasts a mature and wealthy readership, with an average age of 63 years old and 82% of them in the ABC1 socio-economic group. *Health & Wellbeing* serves as an essential guide to help these discerning and health-conscious readers make positive changes in order to lead a healthier lifestyle. It showcases a selection of high-quality products and services, ranging through specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published in the Saturday section of *The Daily Telegraph*, *Health & Wellbeing* is the perfect shop window for brands and organisations to attract a mature audience seeking health and wellness. This readership has more time to spend reading the newspaper, and has a large disposable income matched with a high propensity to spend on health and well-being products and services.

PARTICULARLY CONSIDERING

- They are 53% more likely to agree 'I have a periodic health check-up even when I'm feeling fine'
- Readers are 103% more likely to have a personal income of £70k+

The collage includes several articles and ads:

- Body & Mind:** 'Leaner for longer: meet the super-fit over-sixties' featuring Lynne Robinson, 64.
- How to Stay Active Forever:** A large article featuring a woman in a green top.
- Breath Easy:** 'Improve age-related breathing decline'.
- Hair Apparent:** 'Worrying about hair loss?'.
- High Cholesterol:** 'Take control with Cholesterol'.
- Trinitus Treatment:** 'A day without trinitus: "pure emotional bliss"'.
- Free Protein Water:** 'Health watch: protein'.
- Power Supplements:** 'Your gut needs you!'.
- Vegan Energy Supplements:** 'Quality vegan supplements'.
- OptiBiotix:** 'Your gut needs you!'.

1.4m

Saturday print readership
of *The Telegraph*

82%

of *Telegraph* readers
are ABC1 adults

The *Telegraph*
is the UK's
No.1
quality newsbrand

Average time
spent reading is
86
minutes on a
Saturday

RATE CARD

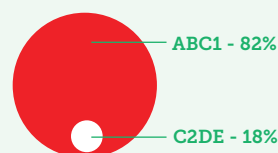
Third page	£12,000
Quarter page	£9,900
Sixth page	£6,500
Eighth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

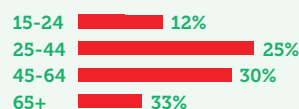
- 516,439 copies of *The Telegraph* published on a Saturday
- 1,385,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS

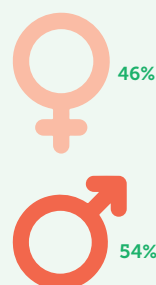
SOCIAL DEMOGRAPHIC



AGE

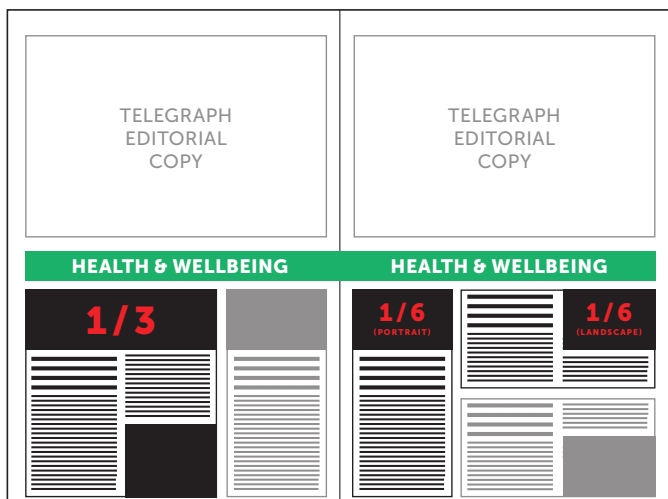


GENDER



1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

One size: 250.5 x 211.875 mm

Headline	Written in-house
Body copy	300-340 words, including: • Avg. 15 word standfirst • Max. 20 word call to action before contact details
Contact	Website, phone number
Images	2 high resolution images*

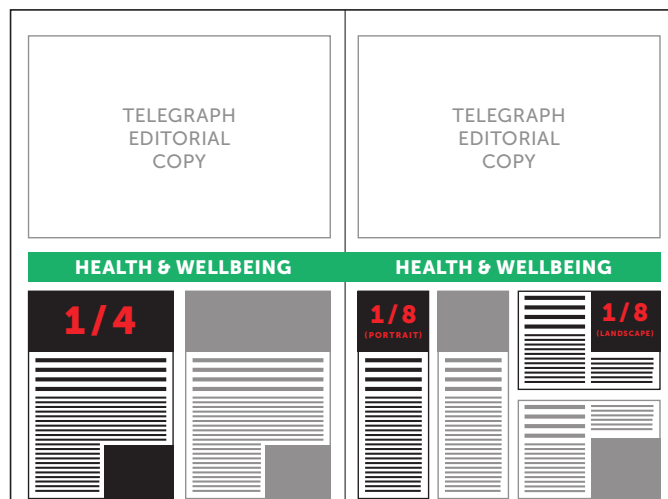
SIXTH PAGE

Landscape: 211.875 x 122.85 mm
Portrait: 125.125 x 250.5 mm

Headline	Written in-house
Body copy	180-200 words, including: • Avg. 10 word standfirst • Max. 20 word call to action before contact details
Contact	Website, phone number
Images	1-2 high resolution images*

1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

One size: 168.5 x 250.5 mm

Headline	Written in-house
Body copy	240-280 words, including: • Avg. 15 word standfirst • Max. 20 word call to action before contact details
Contact	Website, phone number
Images	2 high resolution images*

EIGHTH PAGE

Landscape: 168.5 x 122.85 mm
Portrait: 81.75 x 250.5 mm

Headline	Written in-house
Body copy	120-150 words, including: • Avg. 10 word standfirst • Max. 20 word call to action before contact details
Contact	Website, phone number
Images	1 high resolution image*

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.
- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- We can not use images from a client website as these are too low resolution to print

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

COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format

FILE TRANSFER

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

For larger files please send to production@hurstmediacompany.co.uk via [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication 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 slot within the house style of the publication. Layouts may vary depending on images and/or text supplied.

Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

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.
Full pages: 2-5 used; half pages and smaller, may use just one image.
† 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](https://www.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

