

Retirement Planning

checklist



PUBLISHED WITH  **SUNDAY EXPRESS** ON SUNDAYS

(THIS IS NOT A THIRD-PARTY 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 77% 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, homecare 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 66 minutes reading the paper
- 44% of *Daily Express* readers also read the *Sunday Express*

Retirement Planning checklist

For your convenience, we have included a checklist of the key areas to consider when planning for retirement. This checklist is available in the *Sunday Express* and can be downloaded from our website.

Regenove your body!

A new generation of skin treatments is now available. Regenove is a revolutionary skin treatment that uses a combination of natural and synthetic ingredients to rejuvenate the skin. It is suitable for all skin types and can be used on the face, neck and décolletage. Regenove is available in a range of products, including creams, serums and masks. For more information, visit www.regenove.co.uk.

Treat your swallowing and reflux problems

Acorn Stairlifts is a leading provider of stairlifts and home care services. We have a range of products and services to help you live safely and comfortably in your home. Our stairlifts are designed to be discreet and easy to use. We also offer a range of home care services, including meal preparation, personal care and companionship. For more information, visit www.acornstairlifts.co.uk.

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

Danbury Campervans is a leading provider of campervans and holiday homes. We have a range of products and services to help you enjoy your holiday. Our campervans are designed to be comfortable and easy to use. We also offer a range of holiday homes, including cottages and houses. For more information, visit www.danburycampervans.co.uk.

Knee pain sufferers unite with Neo G

Neo G is a leading provider of knee replacement surgery. We have a range of products and services to help you get the most out of your new knee. Our surgeons are experienced and skilled. We also offer a range of rehabilitation services, including physiotherapy and occupational therapy. For more information, visit www.neog.co.uk.

Inspired choices for retirement living

Inspired Villages is a leading provider of retirement properties. We have a range of products and services to help you find the perfect retirement home. Our properties are designed to be comfortable and easy to use. We also offer a range of services, including concierge and maintenance. For more information, visit www.inspiredvillages.co.uk.

Take control of your pension savings with an online plan

PensionSaver is a leading provider of pension services. We have a range of products and services to help you manage your pension. Our online platform is easy to use and secure. We also offer a range of advice and support. For more information, visit www.pensionsaver.co.uk.

Living the retirement you've longed for

SunLife is a leading provider of life insurance and investment services. We have a range of products and services to help you secure your future. Our life insurance policies are designed to be affordable and easy to use. We also offer a range of investment services, including mutual funds and pension plans. For more information, visit www.sunlife.co.uk.

449k
Average print readership
of the *Sunday Express*

82%
of readers are
ABC1C2

66
minutes is the average time spent
reading the *Sunday Express*

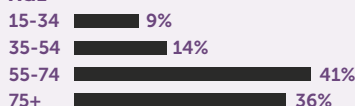
77%
of readers are
55 and over

DEMOGRAPHICS

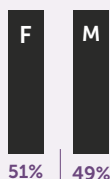
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- The *Sunday Express* has a circulation of 214,045
- 449,495 is the average readership
- Distributed UK wide

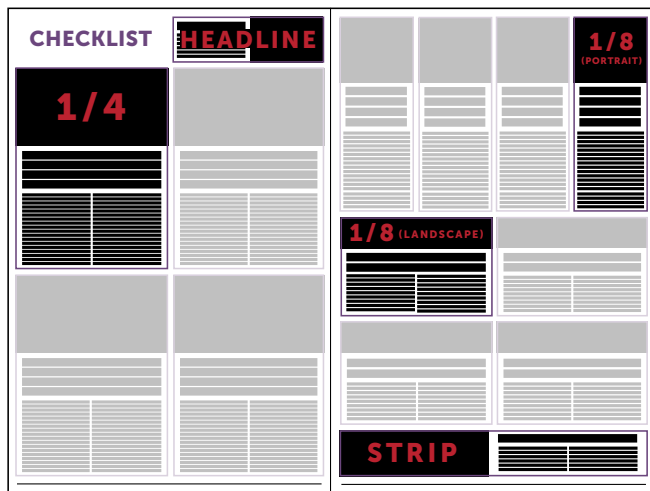
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

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

Total word count 200-250 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

EIGHTH PAGE

Landscape: 131.5 x 67 mm
Portrait: 63.9 x 137.7 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: 267 x 42.5 mm

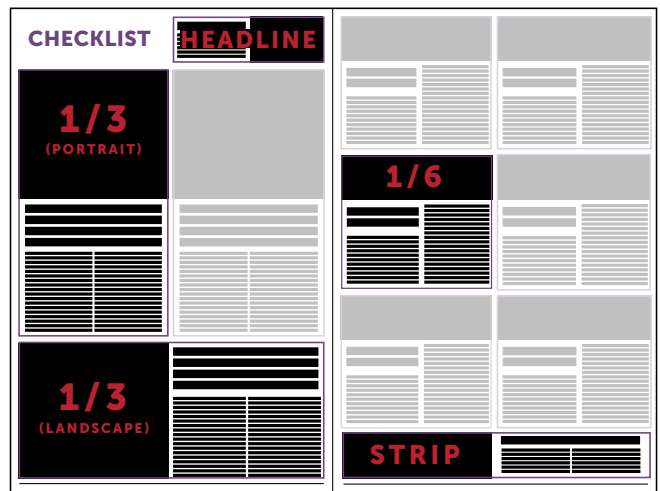
Total word count 120-150 words

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: 267 x 90.4 mm
Portrait: 131.5 x 185 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: 131.5 x 90.4 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: 131.5 x 42.5 mm

Total word count 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 reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

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 the free file sharing service [wetransfer.com](https://www.wetransfer.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 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 sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

Hurst Media Company, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

Retirement Planning Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Express*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4020
production@hurstmediacompany.co.uk



HURST MEDIA™
The UK's trusted media partner