

CHRISTMAS

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 **Christmas Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of the *Daily Mail*.

As 1 in 3 *Daily Mail* readers say that Christmas advertising influences their purchase decisions, the **Christmas Checklist** will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

With 40% of *Daily Mail* readers wanting to be inspired by gift ideas content, the **Christmas Checklist**, published at the most popular time to start present planning, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

PARTICULARLY CONSIDERING

- 74% of readers live in the affluent South of England
- Daily Mail* readers have average savings and investments of £39,000 (+£13,000 more than GB average)
- 45p in every £1 spent on Christmas presents is spent by *Daily Mail* readers

CHRISTMAS checklist

For extra yuletide inspiration, check out our selection of ideal gifts, including audio kits, exercise motivation, winter getaways and tantalising tipples

Christmas cruises with a difference on the River Thames

THIS YEAR, WE'RE GOING TO BEGINS with a bang on the banks of the River Thames. The Christmas Cruises are back, and this year they're more festive than ever. The cruises are a great way to spend the evening with family and friends, and to enjoy the views of the city from the water. The cruises are a great way to spend the evening with family and friends, and to enjoy the views of the city from the water. The cruises are a great way to spend the evening with family and friends, and to enjoy the views of the city from the water.

Indulge this Christmas with a premium gin brand

JUST MINIATURES. Indulge this Christmas with a premium gin brand. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water.

Luxury dog beds and accessories for Christmas

Luxury dog beds and accessories for Christmas. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water.

A Christmas gift that will warm the hearts of others

A Christmas gift that will warm the hearts of others. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water.

Unique Star Wars clothing collection is out of this galaxy

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Discover true sound at home

Discover true sound at home. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water.

Festive delicacies infused with juniper

Festive delicacies infused with juniper. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water.

A relaxing christmas break at Gresham House, Suffolk

A relaxing christmas break at Gresham House, Suffolk. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water. The brand is a great way to spend the evening with family and friends, and to enjoy the views of the city from the water.

2.7m

Average print readership of the *Daily Mail*

68

minutes is the average time spent reading

79%

choose to only read a weekend newspaper

80%

are over 45 years of age

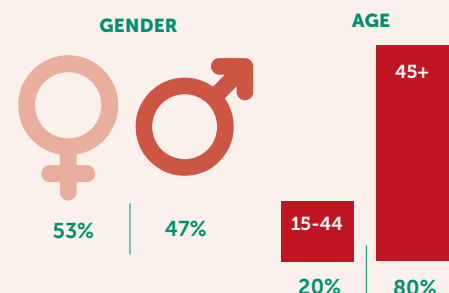
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
Eighth page	£5,000
Competition Partnership (Advertorial or Advert)	POA

DISTRIBUTION

- 1,280,000 average circulation
- 2,736,000 average issue 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: 134.5 x 147.8 mm

Headline	Written in-house
Main body copy	200-250 words
Contact	Website, phone number
Images	1-2 images + logo

EIGHTH PAGE

Landscape: 134.5 x 72 mm
Portrait: 65.25 x 147.8 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: 273 x 90.4 mm
Portrait: 134.5 x 198.4 mm

Headline	Written in-house
Main body copy	200-300 words
Contact	Website, phone number
Images	2-3 images + logo

SIXTH PAGE

Landscape: 134.5 x 97.2 mm

Headline	Written in-house
Main body copy	120-150 words
Contact	Website, phone number
Images	1 image + logo

COMPETITION: 273 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	2 images + logo
Prize	Prize and value						

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

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HURST MEDIA

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