

# Family checklist

PUBLISHED WITH **Daily Mail** ON SATURDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)



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

*Daily Mail* readers have an average of £47,902 in savings and investments. This wealthy readership believes it is worth paying extra for quality products and services for their family. **Family Checklist** serves as an essential guide for parents, with a readership of 48% men and 52% women, looking to make the best choices for their children and grandchildren.

The **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink, fashion, new mum advice, plus health, entertainment, education and family finance options while we are spending more of our time with our family indoors.

The **Family Checklist** serves as an essential guide for parents, packed with inspiration for how to give children the best start in life. Published when families are focusing on future plans for their children, **Family Checklist** is a perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

## PARTICULARLY CONSIDERING

- An adventurous 19% of *Daily Mail* readers have visited a long haul travel destination in the last 12 months
- Daily Mail* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- Daily Mail* readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average
- 83% of *Daily Mail* readers are homeowners, so spending quality time indoors is important.

### Family checklist

Take care of your family, whether they're kids, toddlers or teenagers, with a selection of essential items, household items and educational essentials

**Digital magazine subscription app lets you read over 3,000 of your favourite titles in any location**

Discover Earth's nearest neighbours

Discover a vast range of businesses, services and products from the comfort of your home. From the comfort of your home, you can discover a vast range of businesses, services and products from the comfort of your home.

Could the air inside your home be more polluted than outdoors?

Score a PS4 bundle with FIFA 20 for just £199

Perfect chocolatey brioches for everyone

### The perfect meal starts with perfect cookware

Discover a vast range of businesses, services and products from the comfort of your home. From the comfort of your home, you can discover a vast range of businesses, services and products from the comfort of your home.

A crafty way to inspire your children's creative minds

Buy your kitchenware essentials and get 10% off your order using the code CIRCULON10

The purveyors of pop culture have something for everyone

A baby-to-toddler trike that grows with your child from 6-36 months

Trust Beano to make reading fun!

2.3m

Average print readership of *Daily Mail*

62%

are ABC1

79%

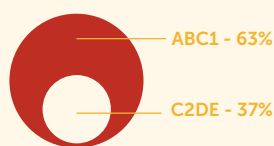
choose to only read a weekend newspaper

53

minutes is the average time spent reading

## DEMOGRAPHICS

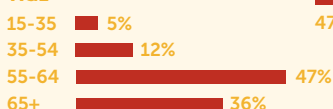
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- 1,598,278 average Saturday circulation
- 2,300,000 average Saturday print readership
- Distributed UK wide

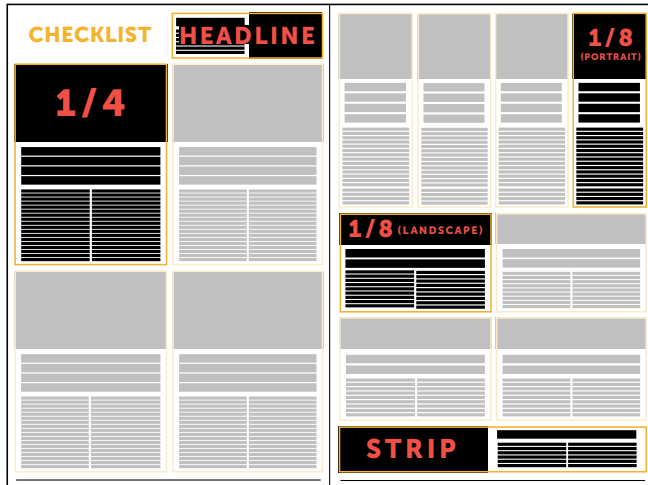
## RATE CARD

|                     |         |
|---------------------|---------|
| Third page          | £12,000 |
| Quarter page        | £9,000  |
| Sixth page          | £6,500  |
| 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: 134.5 x 147.7 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 200-250 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2 images + logo                                      |

### EIGHTH PAGE

Landscape: 134.5 x 71.7 mm  
Portrait: 65.25 x 147.7 mm

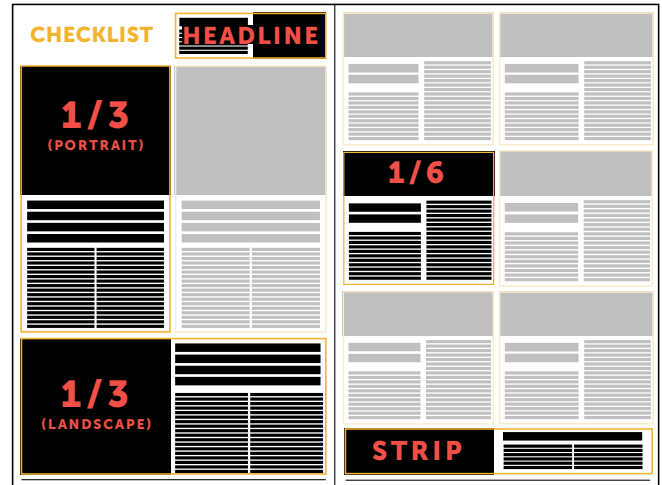
|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 70-100 words                                         |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1 image + logo                                       |

### STRIP Landscape: 273 x 42.5 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 120-150 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2 images + logo                                      |

## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

Landscape: 273 x 97 mm  
Portrait: 134.5 x 198.7 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 200-300 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2-3 images + logo                                    |

### SIXTH PAGE

Landscape: 134.5 x 97 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 120-150 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1-2 image + logo                                     |

### HEADLINE Landscape: 134.5 x 42.5 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 60-80 words                                          |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

Family Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Daily Mail*

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