

The collage consists of several newspaper front pages:

- Top Left (Daily Mail):** Headline "Handpicked HOLIDAYS FROM JUST £15 pp" with a sub-headline "First virus cases in Britain" and a date stamp "11 APR 2020".
- Top Center (Daily Mail):** Headline "WE'RE OUT! FREE BREXIT TEATOWEL" with a sub-headline "Chinese tourists fell ill at York hotel" and a date stamp "11 APR 2020".
- Top Right (Daily Express):** Headline "ANYTHING BUT A PANIC" with a sub-headline "No panic about coronavirus" and a date stamp "11 APR 2020".
- Middle Left (Daily Mail):** Large headline "HOW MANY MORE UK VICTIMS OF VIRUS?" with a sub-headline "How many more UK victims of virus?" and a date stamp "11 APR 2020".
- Middle Right (Daily Express):** Headline "MAGNET & SNOWDON" with a sub-headline "Another coronavirus hospital wedding edition" and a date stamp "11 APR 2020".
- Bottom Left (Daily Mail):** Headline "HOW MANY MORE UK VICTIMS OF VIRUS?" with a sub-headline "How many more UK victims of virus?" and a date stamp "11 APR 2020".
- Bottom Center (Daily Express):** Headline "MEGHAN'S DAD 'WANTS TO COME BUT HEART OP MIGHT STOP HIM'" with a sub-headline "Meghan's dad 'wants to come but heart op might stop him'" and a date stamp "11 APR 2020".
- Bottom Right (Daily Mirror):** Headline "BREXIT BRITAIN'S BOOMING!" with a sub-headline "Brexit boom - emigrants talk down our economy, yet a second member of Arizona are now in work and more foreigners have jobs than before the referendum" and a date stamp "11 APR 2020".

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

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

ABC1 - 63%

C2DE - 37%

AGE

Age Group	Percentage
15-35	5%
35-54	12%
55-64	47%
65+	36%

GENDER

Gender	Percentage
M	48%
F	52%

DISTRIBUTION

- 1,134,184 average circulation
- 3,021,000 average print readership
- Distributed UK wide

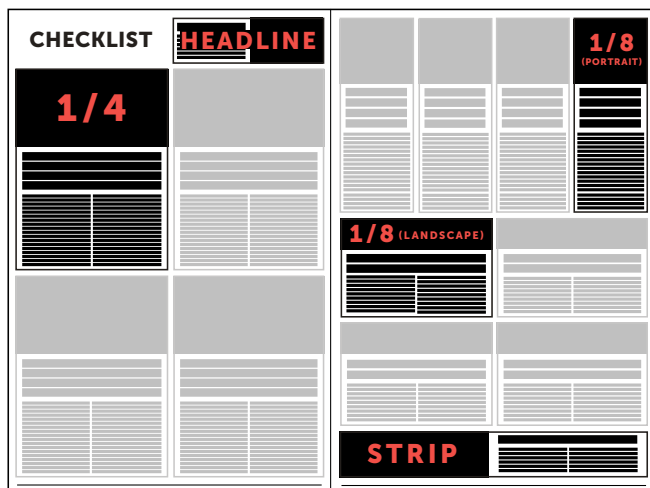
RATE CARD

Category	Rate
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

EIGHTH PAGE

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

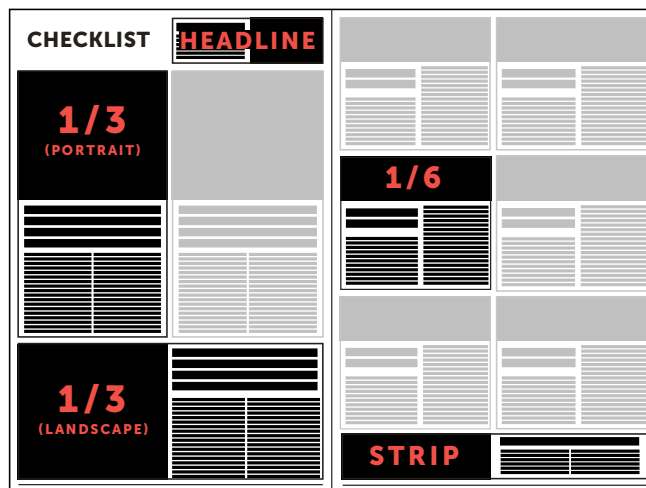
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

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

SIXTH PAGE

Landscape: 134.5 x 97 mm

Total word count	200-300 words	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	Images	1-2 image + logo

HEADLINE Landscape: 134.5 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

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

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

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