

# Motoring

## checklist



PUBLISHED WITH **Daily Mail** ON SATURDAYS

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

**Motoring Checklist: North Edition** 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, so this wealthy readership believes it is worth paying extra for quality car, motorbike or bicycle products and services. Therefore **Motoring Checklist: North Edition** serves as an essential guide for readers to discover more about the glamorous world of cars and other ways of getting around.

**Motoring Checklist: North Edition** presents a high-quality selection of products and services to benefit driving or bike enthusiasts, ranging from new cars and motorbikes, classic car auctions, dealerships, insurance and leasing options, maintenance and paint jobs, as well as courses, days out and bicycles.

Published on a Saturday, the **Motoring Checklist: North Edition** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend on their newspaper, and a greater disposable income to use on motoring or other transport products and services.

### PARTICULARLY CONSIDERING

- 19% of *Daily Mail* readers have visited a long haul travel destination in the last year
- In the next two years, 24% of *Daily Mail* readers intend to buy a new car
- *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 own a car and 28% own two cars.

### Motoring checklist

For the motorist looking for a new car, the checklist is a handy guide to help you choose the right car for your needs.

**Buying a used car? Watch out for hidden history**

When buying a used car, it's important to check the car's history. The RAC Vehicle History Check is a free online service that can help you find out if a car has been involved in an accident, if it's been stolen, and if it's been written off. It's a simple and easy way to check a car's history, and it's completely free.

**Experience BMW luxury class**

The BMW 1 Series is a compact car that offers a range of features and options. It's a great choice for anyone looking for a reliable and stylish car. The BMW 1 Series is available in a range of colours and finishes, and it's a great choice for anyone looking for a car that's both practical and stylish.

**Savour these new moments of Triumph**

The Triumph Street Triple is a new motorbike that offers a range of features and options. It's a great choice for anyone looking for a reliable and stylish motorbike. The Triumph Street Triple is available in a range of colours and finishes, and it's a great choice for anyone looking for a motorbike that's both practical and stylish.

### Continental tyres: all weathers, all winners

Continental tyres are known for their reliability and performance. They are a great choice for anyone looking for a reliable and stylish tyre. Continental tyres are available in a range of sizes and finishes, and they are a great choice for anyone looking for a tyre that's both practical and stylish.

**Protect your vehicle's bodywork with the new MICHELIN parking protectors**

The MICHELIN parking protectors are a new product that offers a range of features and options. They are a great choice for anyone looking for a reliable and stylish parking protector. The MICHELIN parking protectors are available in a range of sizes and finishes, and they are a great choice for anyone looking for a parking protector that's both practical and stylish.

**Drive off in a new motor without having to sign a lengthy contract**

The new motor is a great choice for anyone looking for a reliable and stylish motor. It's a great choice for anyone looking for a motor that's both practical and stylish. The new motor is available in a range of colours and finishes, and it's a great choice for anyone looking for a motor that's both practical and stylish.

**Mercedes-Benz AMG: opening up the world of driving performance**

The Mercedes-Benz AMG is a new car that offers a range of features and options. It's a great choice for anyone looking for a reliable and stylish car. The Mercedes-Benz AMG is available in a range of colours and finishes, and it's a great choice for anyone looking for a car that's both practical and stylish.

**The world's smallest electric vehicle charger**

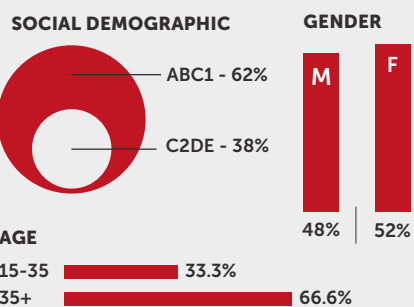
The world's smallest electric vehicle charger is a new product that offers a range of features and options. It's a great choice for anyone looking for a reliable and stylish electric vehicle charger. The world's smallest electric vehicle charger is available in a range of sizes and finishes, and it's a great choice for anyone looking for an electric vehicle charger that's both practical and stylish.



### NORTH DISTRIBUTION



### DEMOGRAPHICS



### DISTRIBUTION

- 425,000 average circulation
- 578,000 average print readership
- Distributed through northern England

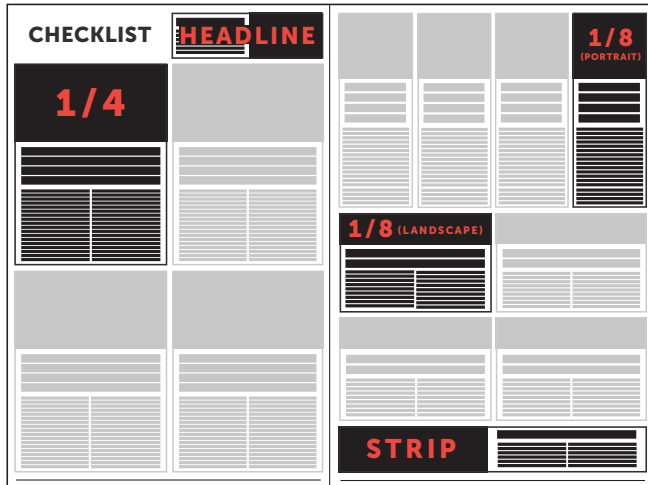
### RATE CARD

|                     |         |
|---------------------|---------|
| 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

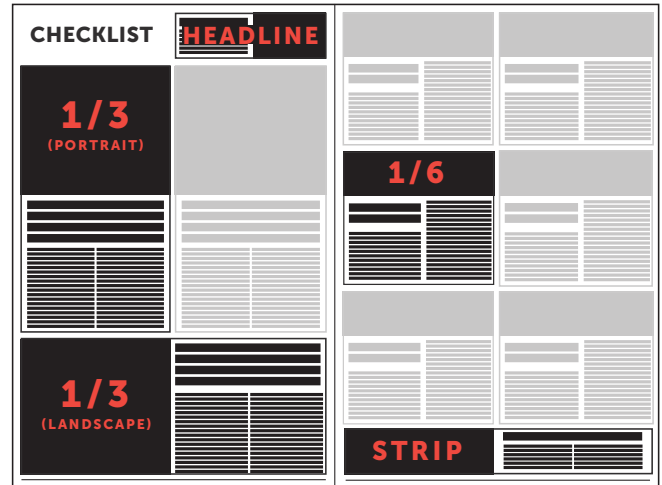
|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 70-100 words                                         |
| <b>Call to action</b>   | i.e. Discount offer, website, 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

Motoring 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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