

CHRISTMAS

checklist 

PUBLISHED WITH **i** ON SATURDAYS

(THIS IS NOT A THIRD-PARTY 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 that is published in the weekend section of *The i*.

Around 83% of *The i* readers are of an ABC1 demographic and are known to welcome new information. 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.

Christmas Checklist is published at a time when *The i* readers begin their Christmas present planning, so 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

- Responsive readers are 2.6 times more likely to find newspaper ads useful for purchase decisions
- A gadget loving 51% want to keep up-to-date with new technology
- 55% like to be surrounded by different people, cultures, ideas and lifestyles.

CHRISTMAS checklist

For extra festive inspiration, check out our collection of ideal gifts, including food and tipples, audio, TV, clothing, festive experiences and winter getaways

Indulge this Christmas with premium brands

WITH SOME OF THE UK'S most famous brands, the Christmas season is the perfect time to indulge. From luxury food and drink to premium gifts, there's something for everyone. Visit www.justmatters.co.uk for more information.

Join the festi-teas at Strand Palace

Strand Palace is the perfect place to enjoy a festive treat. From afternoon tea to Christmas dinner, there's something for everyone. Visit www.strandpalace.co.uk for more information.

Discover true sound at home

With the latest in home audio technology, you can enjoy the best sound at home. Visit www.yamaha.co.uk for more information.

Festive delicacies infused with juniper

With the latest in festive food, you can enjoy the best delicacies infused with juniper. Visit www.festivefood.co.uk for more information.

Gift more for less at ICON Outlet at The O2

With the latest in festive gifts, you can enjoy the best gifts for less. Visit www.iconoutlet.co.uk for more information.

Christmas cocktails and street food in London's snow-covered Winter Forest

With the latest in festive drinks and food, you can enjoy the best Christmas cocktails and street food in London's snow-covered Winter Forest. Visit www.winterforest.co.uk for more information.

Winter cruises with a difference

With the latest in festive travel, you can enjoy the best winter cruises with a difference. Visit www.citycruises.co.uk for more information.

Step into the season by choosing childrenswear from over 200 fantastic designer brands

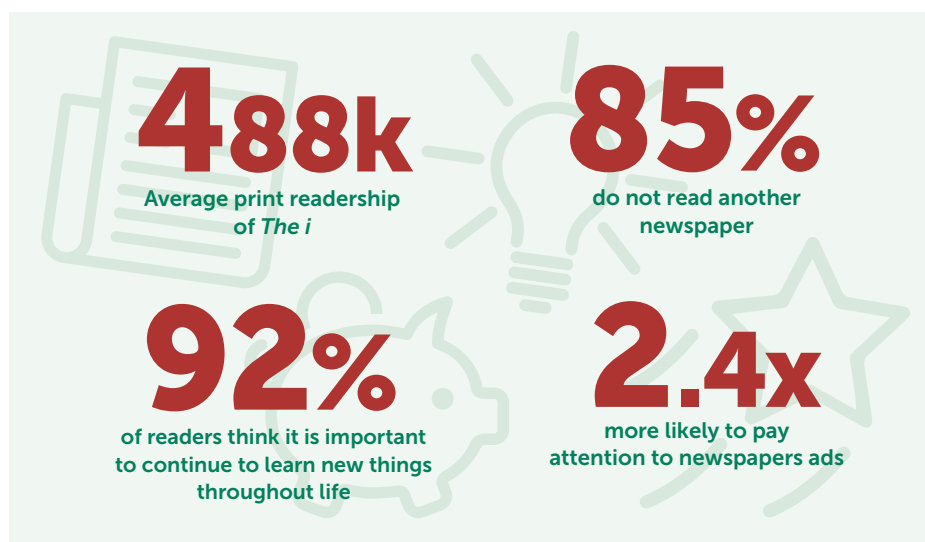
With the latest in festive childrenswear, you can enjoy the best childrenswear from over 200 fantastic designer brands. Visit www.childsplayclothing.co.uk for more information.

Treat loved ones and celebrate the most wonderful time of the year with these luxury gift sets

With the latest in festive gift sets, you can enjoy the best luxury gift sets. Visit www.baylisandharing.co.uk for more information.

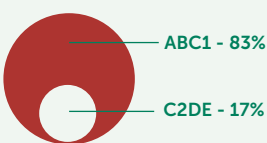
SodaStream unveils limited-edition Spirit Gold

With the latest in festive drinks, you can enjoy the best SodaStream limited-edition Spirit Gold. Visit www.sodastream.co.uk for more information.

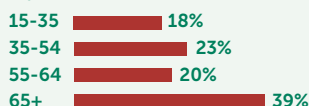


DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 230,830 copies of *The i* published on a Saturday
- 488,000 average print readership
- Distributed UK wide

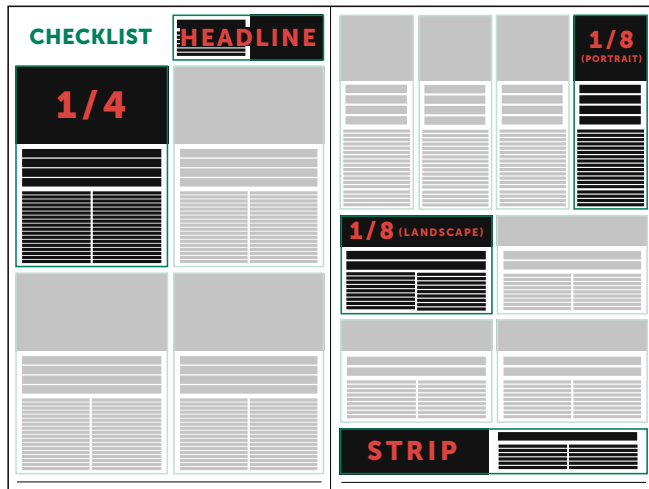
RATE CARD

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: 130 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: 130 x 67 mm
Portrait: 63 x 137.7 mm

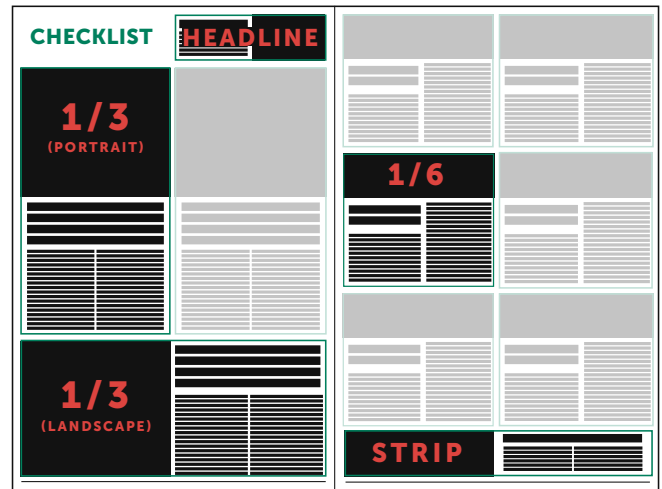
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 264 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: 264 x 90.4 mm
Portrait: 130 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: 130 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: 130 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

Christmas Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The i*

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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