

Financial and Legal 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 **Financial & Legal 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. They are also more likely to have an interest in financial services advertising, which makes the **Financial & Legal Checklist** the perfect guide for these professionals, providing the latest advice for how they can get the most out of their money.

It showcases a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, pensions, retirement and banking options, as well as legal services surrounding conveyancing, commerce, Will writing and probate, inheritance tax, trusts, motoring and dispute resolution.

Published on a Saturday, **Financial & Legal Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, in one of the most influential papers in the UK.

PARTICULARLY CONSIDERING

- *Daily Mail* readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average
- 74% of readers live in the affluent south of England
- 83% of *Daily Mail* readers own a car and 28% own two cars.
- A total of 83% of *Daily Mail* readers are homeowners.

Financial and Legal checklist

Money, whether you are spending it, saving it or investing it, is the backbone of your life. It's the key to your future. So it's no surprise that so many people are looking for ways to make their money work for them. The **Financial & Legal Checklist** is the perfect guide for these professionals, providing the latest advice for how they can get the most out of their money.

Award-winning personal and business savings

HTB

A modern approach to wealth management

nutmeg

Dealing with debt

National Debt Expert

Families should seek advice before wrongly paying care home fees

Call the expert on 020 7000 0000

Get help with your tax affairs from our experts

pannu tax

How easyMoney can help solve the savings crisis

easyMoney

Make a claim for your cycling injuries

The Bike Solicitors

Property investing without the hassle

BRIDE INVEST

Take control of your pension savings with an online plan

PensionBee

Solicitor? Check. Stamp Duty Land Tax?

CORNERSTONE

2.3m Average print readership of *Daily Mail*

63% are ABC1

79% choose to only read a weekend newspaper

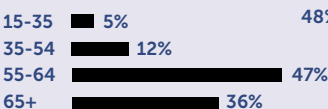
53 minutes is the average time spent reading

DEMOGRAPHICS

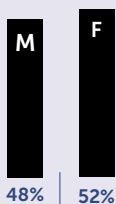
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 1,600,000 average circulation
- 2,300,000 average print readership
- Distributed UK wide

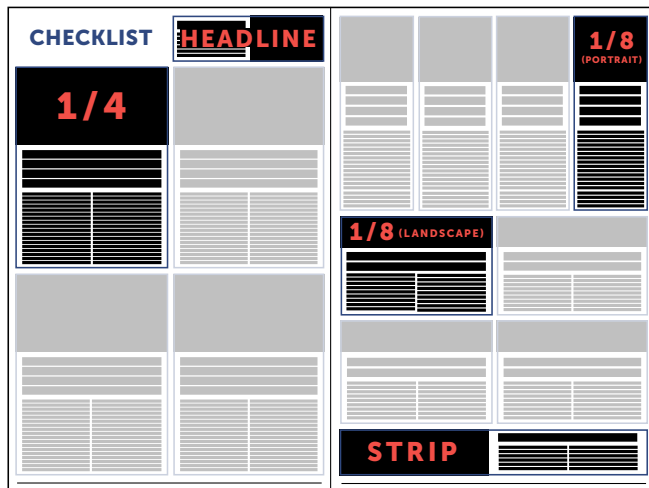
RATE CARD

Third page	£13,800
Quarter page	£10,350
Sixth page	£6,900
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

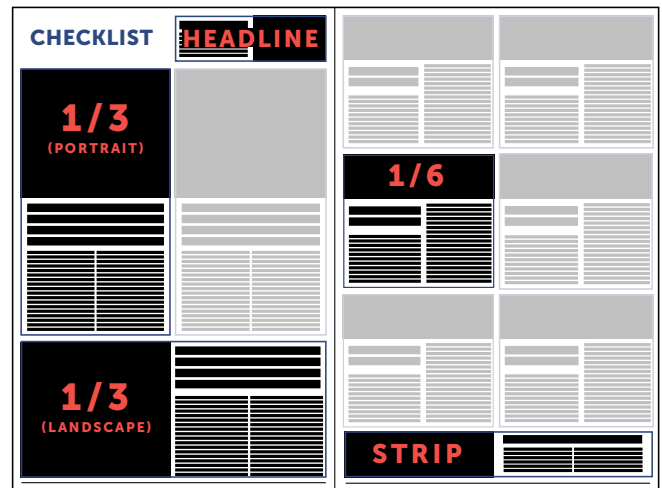
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

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

Financial & Legal 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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MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



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