

Camping & Outdoors checklist



PUBLISHED WITH **The Mail** ON SUNDAYS

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

The **Camping & Outdoors Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the *Mail on Sunday*.

Mail on Sunday readers have an average of £47,902 in savings and investments. Which is why **Camping & Outdoors Checklist** is the perfect shop window for brands and organisations to benefit from an affluent audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas.

The **Camping & Outdoors Checklist** showcases a high-quality selection of products and services to benefit everyone, ranging from holidays, accommodation, family days out, holiday essentials, camping essentials, sporting days out and tourist attractions.

Published at a time when families are looking for activities to keep the whole family entertained, the **Camping & Outdoors Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family days out, travel and attractions.

PARTICULARLY CONSIDERING

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

Camping & Outdoors checklist

There's no need to travel far to find a great day out – there's a host of great ideas for family entertainment in the UK this summer.

Campsites that are gentle on the environment

The Camping & Outdoors Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the *Mail on Sunday*. It features a selection of products and services to benefit everyone, ranging from holidays, accommodation, family days out, holiday essentials, camping essentials, sporting days out and tourist attractions.

Micro jump starter packs a powerful punch

The new Micro jump starter packs a powerful punch. It's a compact, portable power source that can be used to jump-start a car or other vehicles. It's also a handy power source for other devices, such as a camera or a phone. It's a must-have for anyone who likes to go camping or who has a car that's prone to starting problems.

Keep outdoor adventuring bite-free this summer

Protect your family from insect bites and stings this summer with the new Smidge. It's a natural, effective repellent that keeps insects away from your skin. It's safe for children and pets, and it's easy to use. It's a must-have for anyone who likes to go camping or who has children.

Explore the world in style at a time to suit you

Discover the world in style at a time to suit you with the new e-go. It's a compact, portable power source that can be used to jump-start a car or other vehicles. It's also a handy power source for other devices, such as a camera or a phone. It's a must-have for anyone who likes to go camping or who has a car that's prone to starting problems.

Unlock the benefits of vehicle security with Gearmate

Discover the benefits of vehicle security with the new Gearmate. It's a compact, portable power source that can be used to jump-start a car or other vehicles. It's also a handy power source for other devices, such as a camera or a phone. It's a must-have for anyone who likes to go camping or who has a car that's prone to starting problems.

Embrace a UK camping trip this summer

Embrace a UK camping trip this summer with the new Camp-let. It's a compact, portable power source that can be used to jump-start a car or other vehicles. It's also a handy power source for other devices, such as a camera or a phone. It's a must-have for anyone who likes to go camping or who has a car that's prone to starting problems.

2m

Average print readership of *Mail on Sunday*

65%

are ABC1

79%

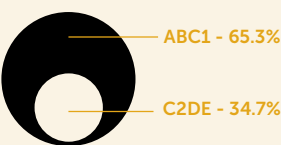
choose to only read a weekend newspaper

53

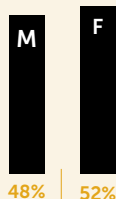
minutes is the average time spent reading

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 853,521 average circulation of *Mail on Sunday*
- 2,013,000 average print readership
- Distributed UK wide

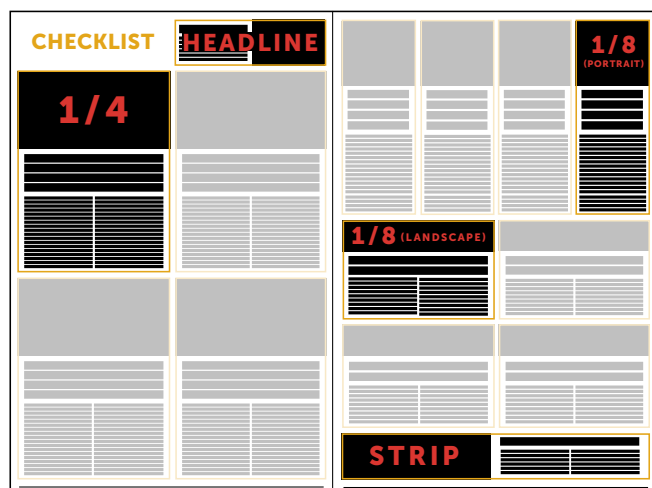
RATE CARD

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

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: 134.5 x 71.7 mm
Portrait: 65.25 x 147.7 mm

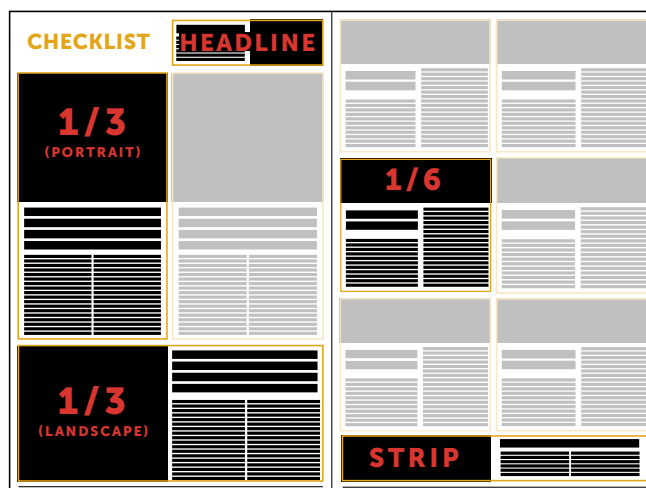
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 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

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: 134.5 x 97 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: 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

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

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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

