

Care checklist



PUBLISHED WITH DAILY EXPRESS

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

The **Care Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the weekend edition of the *Daily Express*.

The *Daily Express* boasts a mature audience, with 84% of its readers over the age of 55. Therefore, **Care Checklist** will serve as the essential guide for these affluent readers, to ensure they make the most of their time and money when they decide to stop working, as well providing advice for how they can best care for their parents in retirement.

It showcases a high-quality selection of products and services, ranging from activities and leisure, mobility options, legal advice, residential homes, nursing homes, care homes and healthcare options.

Published in the *Daily Express* on a Saturday, **Retirement Planning Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

PARTICULARLY CONSIDERING

- 495,000 readers are aged over 55
- A total of 84% *Daily Express* readers are over 55
- The typical age for a *Daily Express* reader is 69-years-old.

Renew your body!

A small supplement can help you stay healthy and active. It's not just about looking good, it's about feeling good. The **Regeneron** supplement is a natural blend of vitamins and minerals that can help you stay healthy and active. It's not just about looking good, it's about feeling good. The **Regeneron** supplement is a natural blend of vitamins and minerals that can help you stay healthy and active.

Will you leave the gift of a Marie Curie Nurse like Lynne or Bindi in your Will?

Marie Curie offers the gift of a nurse to people who need it most. It's a gift that can make a difference to your life. Marie Curie offers the gift of a nurse to people who need it most. It's a gift that can make a difference to your life.

A care seeker's guide to the galaxy

With so many care options available, it can be difficult to choose the right one for you. This guide will help you navigate the galaxy of care options and find the one that's right for you. With so many care options available, it can be difficult to choose the right one for you. This guide will help you navigate the galaxy of care options and find the one that's right for you.

The microscopic implant for glaucoma

Glaucoma is a common eye condition that can lead to blindness if not treated. A new microscopic implant can help treat glaucoma and prevent blindness. Glaucoma is a common eye condition that can lead to blindness if not treated. A new microscopic implant can help treat glaucoma and prevent blindness.

If we don't, who will?

It's important to make sure your loved ones are taken care of when you're not around. This guide will help you plan for the future and make sure your loved ones are taken care of when you're not around. It's important to make sure your loved ones are taken care of when you're not around. This guide will help you plan for the future and make sure your loved ones are taken care of when you're not around.

Insurance cover gives peace of mind for both you and your furry companion

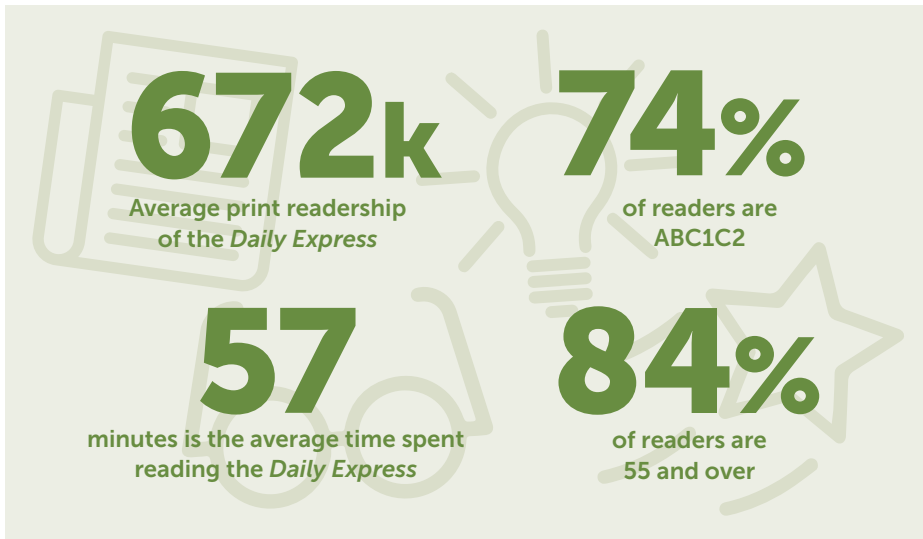
Protect your pet and your wallet with pet insurance. It's a smart way to protect your pet and your wallet. Protect your pet and your wallet with pet insurance. It's a smart way to protect your pet and your wallet.

Take action: don't lose sight of your retirement dreams

It's time to start planning for your retirement. Don't let your dreams slip away. It's time to start planning for your retirement. Don't let your dreams slip away.

Take control of your pension savings with an online plan

Managing your pension savings can be a hassle. An online plan can make it easier. Managing your pension savings can be a hassle. An online plan can make it easier.

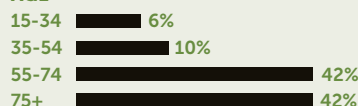


DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- The *Daily Express* has a circulation of 320,446
- 672,936 is the average readership
- Distributed UK wide

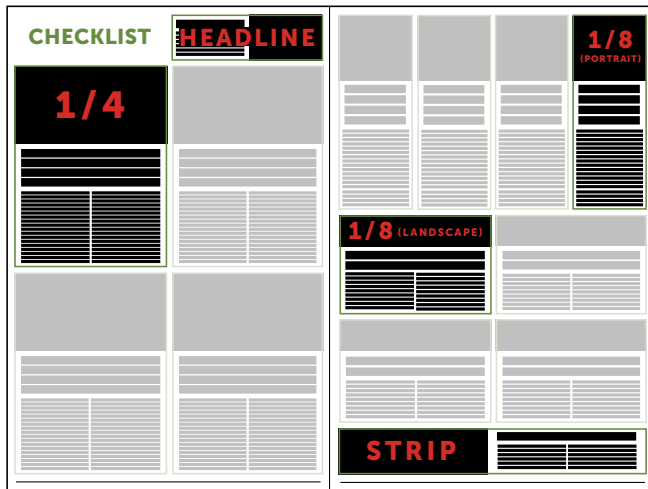
RATE CARD

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: 131.5 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: 131.5 x 67 mm
Portrait: 63.9 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: 267 x 42.5 mm

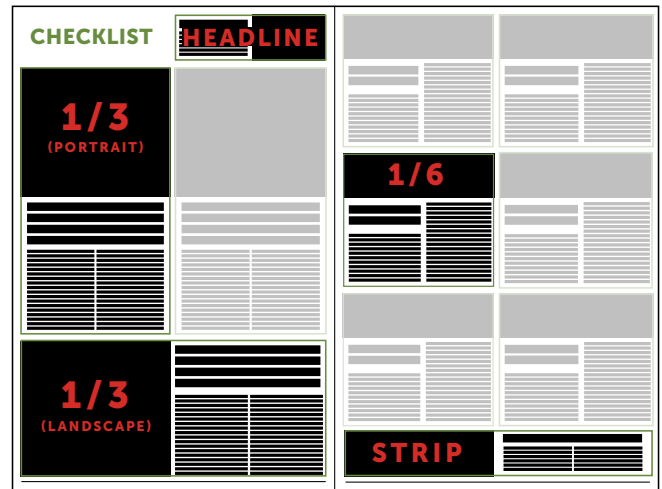
Total word count 120-150 words

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: 267 x 90.4 mm
Portrait: 131.5 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: 131.5 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: 131.5 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

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Food & Drink Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Express*

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