

## checklist ☒

(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 reader is 69-years-old.

# Care checklist

With advancing years comes the need for a specialist range of products and services to help you continue to live happily, safely, free. The range of products and services available to you is vast – whether for yourself or a loved relative.

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



If you're looking to ensure you or a loved one's care needs are met, then you may want to consider leaving a gift of a Marie Curie nurse in your Will. Marie Curie nurses are highly trained and experienced in caring for people with complex needs. They can provide a wide range of services, including personal care, medication management, and emotional support. Leaving a gift of a Marie Curie nurse in your Will can ensure that your loved one receives the best possible care, and it can also provide a valuable service to the community.

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## A care seeker's guide to the galaxy

With the ageing population, the need for care services is increasing. However, navigating the complex world of care services can be challenging. This guide provides an overview of the different types of care services available, from residential care to home care, and how to choose the right service for your needs.

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## The microscopic implant for glaucoma

GLAUCOMA CAN BE TREATED WITH A MINIMALLY INVASIVE PROCEDURE. This new treatment, known as the Microscopic Intraocular Lens (MIL), is a small, flexible implant that is inserted into the eye through a small incision. It helps to reduce intraocular pressure, which is a major risk factor for glaucoma. The procedure is minimally invasive and can be performed on an outpatient basis.

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## Regenexx your body!

A NEW REGENERATIVE CELL THERAPY is now available to help you regenerate your body. Regenexx is a minimally invasive procedure that uses your own stem cells to repair damaged tissue and reduce pain. It is used to treat a variety of conditions, including arthritis, back pain, and sports injuries.

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

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

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## Macular Society

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minutes is the average time spent  
reading the *Daily Express*

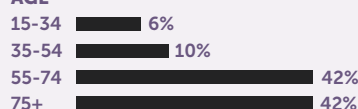
of readers are  
ABC1C2

of readers are  
55 and over

## DEMOGRAPHICS



AGE



## GENDER



## DISTRIBUTION

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

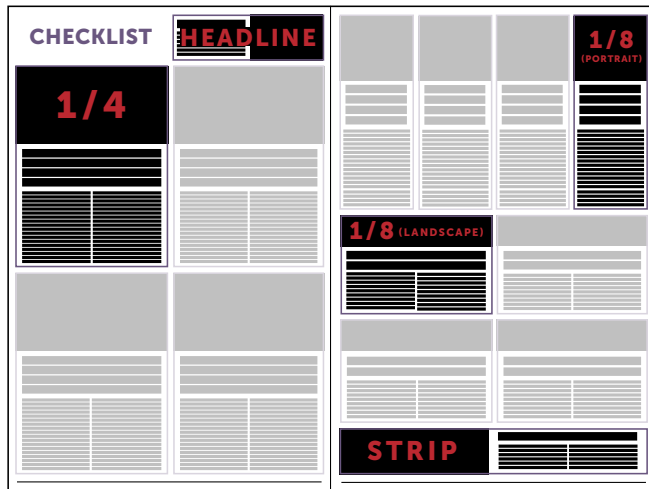
## RATE CARD

|                     |               |
|---------------------|---------------|
| Third page          | <b>£6,000</b> |
| Quarter page        | <b>£4,500</b> |
| Sixth page          | <b>£3,250</b> |
| Competition upgrade | <b>£1,000</b> |

**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

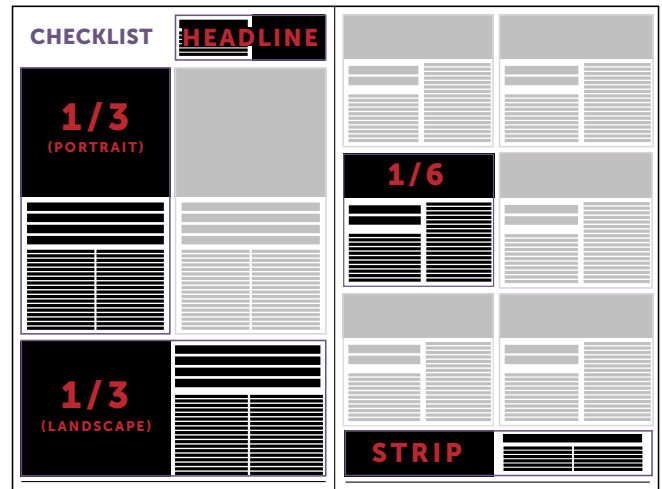
**Total word count** 120-150 words

**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](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

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*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

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[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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The UK's trusted media partner