

Christmas

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 **Christmas 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* has an average readership of 672,936 and boasts a majority mature audience, with 84% of its readers over the age of 55. The **Christmas Checklist** will serve as the essential guide for festive inspiration, and is an excellent opportunity to reach a more mature audience in the run-up to the holiday season.

It showcases a selection of high-quality, festive products, services and experiences, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipplers and decorations, as well as winter fashion and seasonal travel options.

Published in the *Daily Express* on a Saturday around the time that people start to plan for the season ahead, the **Christmas Checklist** is the perfect shop window for showcasing your company's products and services to an affluent and mature audience, who are just beginning to prepare and buy gifts for the festive season.

PARTICULARLY CONSIDERING

- The *Daily Express* has an average print readership of over 672,000
- A total of 84% *Daily Express* readers are over the age of 55
- The *Daily Express* reaches a balanced audience, with 53% female readers and 47% male.

The collage features a variety of advertisements, including:

- Christmas Checklist** header with a 'checklist' icon.
- Indulge this Christmas with premium brands** - featuring a 'JUST' logo.
- Join the festive teas at Strand Palace** - advertising a Christmas dinner.
- Discover true sound at home** - featuring a Yamaha logo.
- Festive delicacies infused with Juniper** - advertising a food product.
- Gift more for less at ICON Outlet at The O2** - advertising a shopping outlet.
- Step into the season by choosing childrenswear from over 200 fantastic designer brands** - advertising children's clothing.
- Treat loved ones and celebrate the most wonderful time of the year with these luxury gift sets** - advertising gift sets.
- Christmas cocktails and street food in London's snow-covered Winter Forest** - advertising a food and drink event.
- Winter cruises with a difference** - advertising a cruise service.
- SodaStream unveils limited-edition Spirit Gold** - advertising a beverage.

672k
Average print readership
of the *Daily Express*

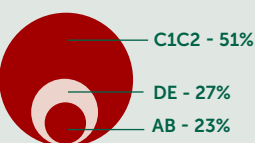
74%
of readers are
ABC1C2

57
minutes is the average time spent
reading the *Daily Express*

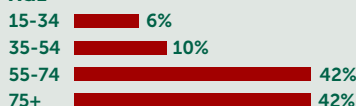
84%
of readers are
55 and over

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

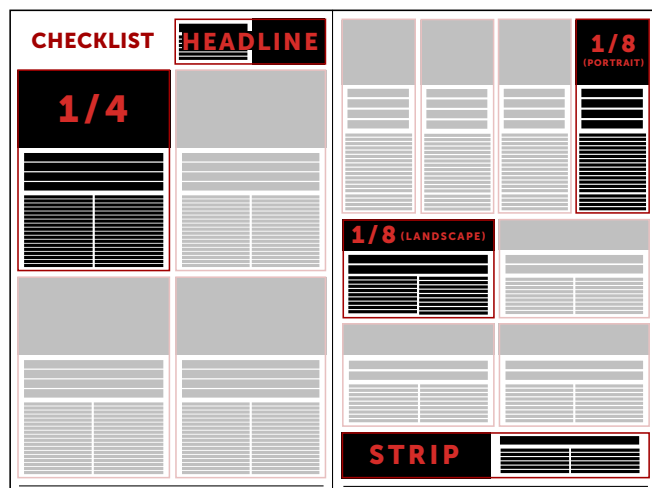
RATE CARD

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

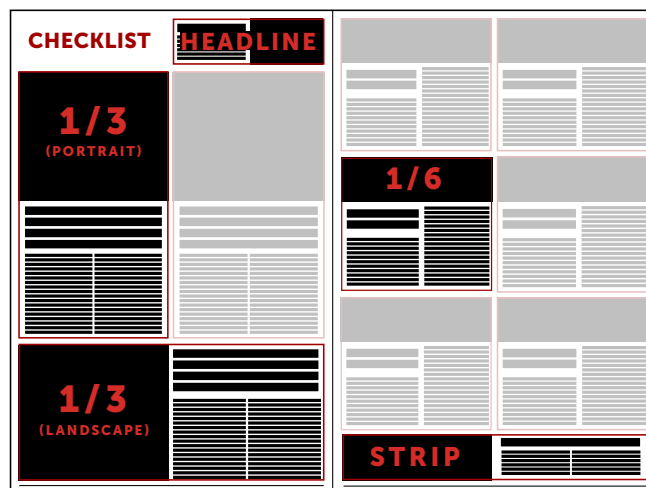
Total word count 120-150 words

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

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS
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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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