

Health and Wellbeing *checklist*

PUBLISHED WITH  ON SATURDAYS

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



Health & Wellbeing 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 believe it is worth paying extra for quality products and services, to help them to make positive lifestyle changes.

Health & Wellbeing Checklist serves as the essential guide to help readers make positive changes in order to lead a healthier, happier lifestyle.

It showcases a high-quality selection of products and services, ranging from over-the-counter remedies, specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness solutions and homecare and mobility options.

The **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a large, engaged readership who are concerned about their own and loved one's health and wellbeing and are openminded about improving their lives.

PARTICULARLY CONSIDERING

- Daily Mail* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- 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.

Health and Wellbeing checklist

Your body is precious and it pays to look after yourself. Here are a variety of ideas to help you stay healthy.

iStent inject® W - the advanced device for glaucoma therapy

Glaucoma is a common eye condition that can lead to blindness if not treated. iStent inject® W is a minimally invasive procedure that can help reduce intraocular pressure and prevent further vision loss. For more information, visit www.iStent.co.uk or call 01202 333333.

When blisters strike, carry on with Compeed®

Compeed® is a leading brand of blister plasters that can help protect blisters from further damage and promote faster healing. For more information, visit www.compeed.co.uk or call 01202 333333.

Knee pain sufferers unite with Neo G

Neo G is a revolutionary new knee brace that can help reduce pain and improve mobility for those with knee pain. For more information, visit www.neog.co.uk or call 01202 333333.

ADVERTISEMENT

Making long-term care a positive choice

Quantum Care is a leading provider of long-term care services, offering a range of care options to meet the needs of individuals and families. For more information, visit www.quantumcare.co.uk or call 01202 333333.

Treat your swallowing and reflux problems

IQoro is a leading provider of swallowing and reflux treatment, offering a range of care options to meet the needs of individuals and families. For more information, visit www.iqoro.co.uk or call 01202 333333.

Looking to build your own home gym?

Urban is a leading provider of home gym equipment, offering a range of care options to meet the needs of individuals and families. For more information, visit www.urban.co.uk or call 01202 333333.

ADVERTISEMENT

High-quality contact lenses at affordable prices delivered straight to your door

Dailies A is a leading provider of contact lenses, offering a range of care options to meet the needs of individuals and families. For more information, visit www.dailiesa.co.uk or call 01202 333333.

Why protein should be top of your priority list

UP BEAT is a leading provider of protein supplements, offering a range of care options to meet the needs of individuals and families. For more information, visit www.upbeat.co.uk or call 01202 333333.

Book at-home massage and more on the Urban app

Urban is a leading provider of at-home massage services, offering a range of care options to meet the needs of individuals and families. For more information, visit www.urban.co.uk or call 01202 333333.

ADVERTISEMENT

Making iron better...

Active Iron is a leading provider of iron supplements, offering a range of care options to meet the needs of individuals and families. For more information, visit www.activeiron.co.uk or call 01202 333333.

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

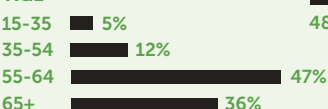
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

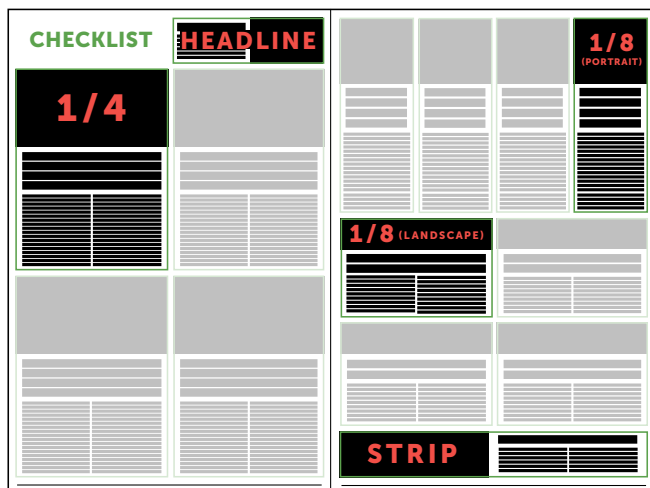
RATE CARD

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

EIGHTH PAGE

Landscape: 134.5 x 71.7 mm

Portrait: 65.25 x 147.7 mm

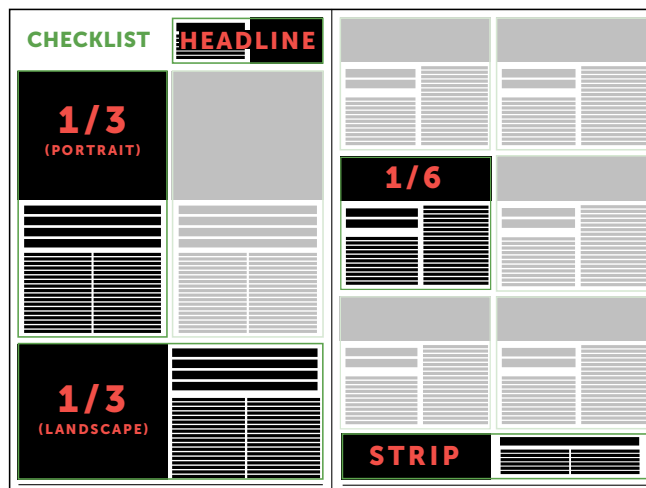
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

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

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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 *Daily Mail*
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