

Retirement Living checklist



PUBLISHED WITH The Observer ON SUNDAYS

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

The **Retirement Living Checklist** is a full-colour, tabloid-sized, double-page spread of advertorial content published in *The Observer*.

The Observer boasts a mature readership, with 70% of its readers over the age of 45. The **Retirement Living Checklist** will therefore serve as the essential guide for these wealthy readers, to make the most of their time and money when they stop working.

It will showcase a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

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

PARTICULARLY CONSIDERING

- 60% of *Observer* readers are considered to be forward-looking individuals, curious about change and learning new things
- 85% of *Observer* readers are in the ABC1 social demographic.

ADVERTISEMENT

Retirement Living checklist

Regenexov your body!

A 100% natural, 100% effective, 100% safe way to help you feel younger, healthier and more energetic. Regenexov is a natural, 100% effective, 100% safe way to help you feel younger, healthier and more energetic. Regenexov is a natural, 100% effective, 100% safe way to help you feel younger, healthier and more energetic.

In need of surgery? Why wait?

Dr. [Name] is a leading expert in minimally invasive surgery. He has helped thousands of patients achieve their goals with his innovative techniques. Contact him today to learn more.

Discover what's waiting to meet you with a Danbury Campervan

At one of the best Danbury Campervans, you'll find everything you need for a perfect holiday. From comfortable beds to modern kitchens, it's all here. Book yours today.

Knee pain sufferers unite with Neo G

Neo G is the latest breakthrough in knee pain relief. It's a natural, 100% effective, 100% safe way to help you feel younger, healthier and more energetic. Contact us today.

ADVERTISEMENT

Why not give The Joy Club a go with a free, three-month membership for new members?

The Joy Club is a leading provider of leisure and entertainment activities. We offer a wide range of options to suit all tastes and budgets. Join today for a free trial.

Feel safe on your stairs with an Acorn Stairlift

Acorn Stairlifts are the most reliable and safe way to get up and down stairs. They are easy to install and use, and they can be tailored to your needs. Contact us today.

Living the retirement you've longed for

At SunLife, we help you achieve your retirement dreams. From travel to home care, we have everything you need. Contact us today.

Take control of your pension savings with an online plan

With our online pension plan, you can manage your savings wherever you are. It's simple, secure, and gives you full control over your money. Contact us today.

451k

Average readership of *The Observer*

More likely to...

...be well connected, information-hungry and vocal media consumers

£400

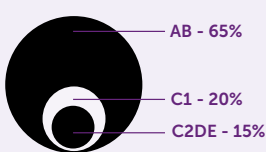
is the average credit card spend per month by *Observer* readers

85%

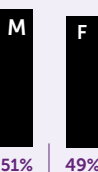
of *Observer* readers are ABC1

DEMOGRAPHICS

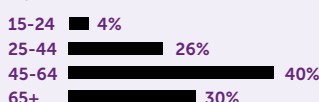
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 140,894 copies of *The Observer* published on a Sunday
- 451,266 average readership
- Distributed UK wide

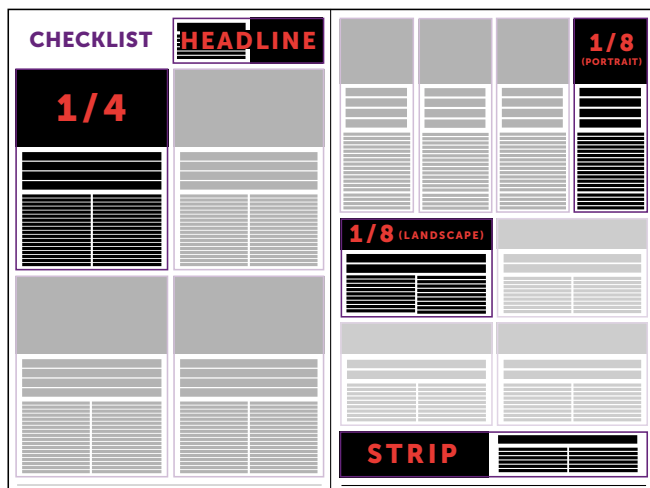
RATE CARD

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: 129.5 x 135.7 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: 129.5 x 66 mm
Portrait: 62.8 x 135.7 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: 263 x 42.5 mm

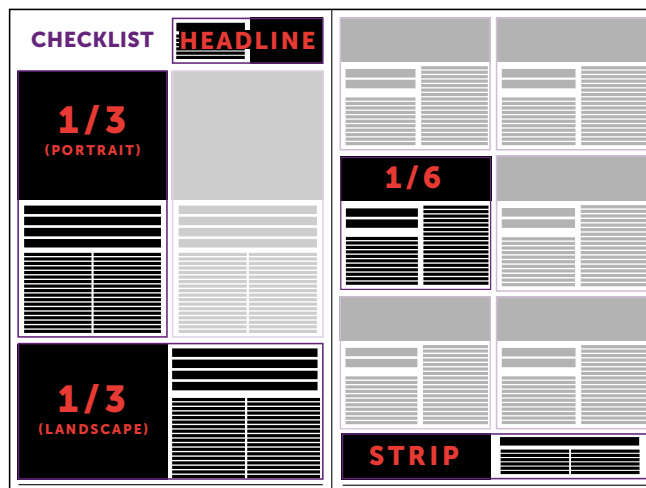
Total word count 120-150 words

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: 263 x 89 mm
Portrait: 192.5 x 182.4 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: 129.5 x 89 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: 129.5 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

Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Observer*
All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4020
production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner