

# Christmas checklist



## PUBLISHED WITH NewScientist ON THURSDAYS

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

The **Christmas Checklist** is a full-colour, A4-sized spread of advertorial content published in *New Scientist* on Thursdays.

*New Scientist* covers everything from artificial intelligence and climate change, to innovations in health and mysteries of the human mind. It reaches an educated audience interested in cutting-edge ideas. **Christmas Checklist** is perfectly poised to serve as the essential guide to help readers of all ages make the best gift-buying and festive activity choices for friends and family ahead of the festive season.

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

The **Christmas Checklist**, published at a time when readers begin their Christmas planning, is the perfect vehicle for showcasing your company's products and services to an affluent and mixed audience, who are just beginning to buy gifts and get themselves organised for the festive season.

### PARTICULARLY CONSIDERING

- New Scientist* boasts an affluent readership with 88% of readers being ABC1
- 75% are educated to a degree level
- New Scientist* readers describe themselves as 'seekers of quality', 'globally aware' and 'inquisitive'.

The collage contains several advertisements:
 

- Christmas checklist**: A central header for the checklist itself.
- Indulge this Christmas with premium brands**: An advertisement for JUST BLENDED.
- Join the festi-teas at Strand Palace**: An advertisement for a tea and coffee event.
- Discover true sound at home**: An advertisement for a home audio system.
- Festive delicacies infused with juniper**: An advertisement for a food and drink brand.
- Making Christmas Majestic for 40 years!**: An advertisement for Majestic wine.
- Christmas cocktails and street food in London's snow-covered Winter Forest**: An advertisement for a winter-themed event.
- Look for the Red Tractor**: An advertisement for Red Tractor food products.
- BROADGATE**: An advertisement for Broadgate wine.
- SodaStream unveils limited-edition Spirit Gold**: An advertisement for SodaStream water bottles.
- YAMAHA**: An advertisement for Yamaha motorcycles.
- CHILDSPLAY CLOTHING**: An advertisement for children's clothing.

# 360k

Average print readership of *New Scientist*

# 5.2m

people engage with *New Scientist* every week online and in print

# 69

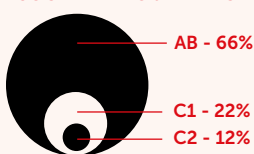
minutes is the average read time of *New Scientist*

# 40

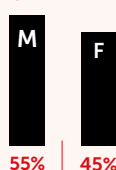
The average age of a typical reader

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### GENDER



## DISTRIBUTION

- 87,142 copies of *New Scientist* published weekly
- 360,000 average print readership
- Distributed UK wide

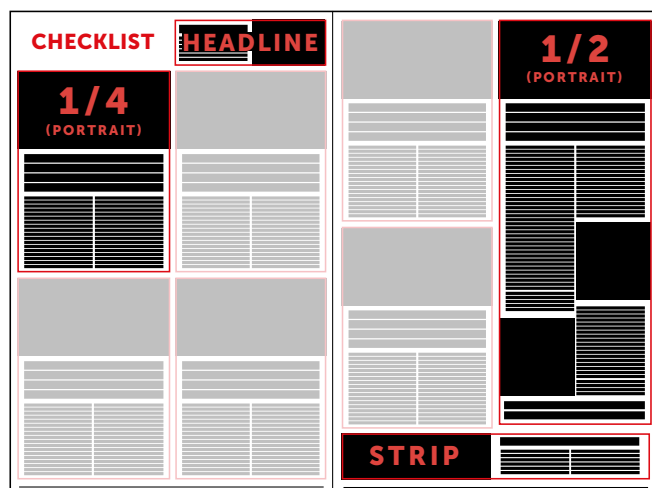
## RATE CARD

Third page	£5,400
Quarter page	£4,050
Sixth page	£2,700
Competition upgrade	£1,000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

## 1/4 , 1/2 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### QUARTER PAGE

Portrait: 89.5 x 103.5 mm

### HALF PAGE

Landscape: 89.5 x 211 mm

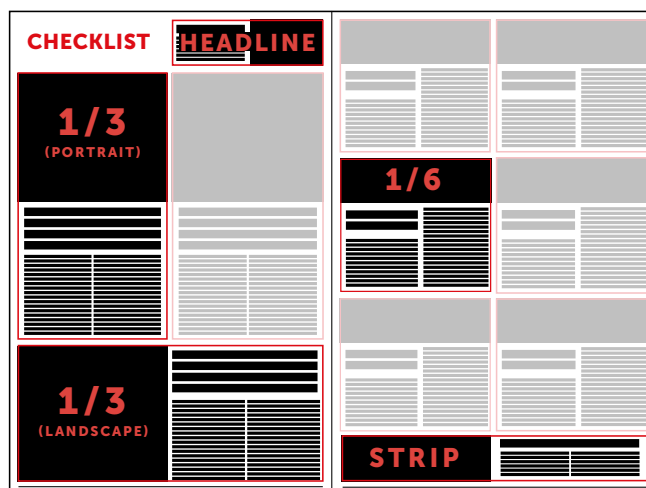
<b>Total word count</b>	130-150 words (includes call to action)	<b>Total word count</b>	250-300 words (includes call to action)
<b>Call to action</b>	i.e. Visit website, call, redeem discount code or follow on social, etc	<b>Call to action</b>	i.e. Visit website, call, redeem discount code or follow on social, etc
<b>Images</b>	1-2 images + logo	<b>Images</b>	2-3 image + logo

### STRIP Landscape: 183 x 32 mm

<b>Total word count</b>	80-100 words (includes call to action)
<b>Call to action</b>	i.e. Visit website, call, redeem discount code or follow on social
<b>Images</b>	1 image + logo

## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### THIRD PAGE

Landscape: 183 x 67.5 mm

Portrait: 89.5 x 139 mm

### SIXTH PAGE

Landscape: 89.5 x 67.5 mm

<b>Total word count</b>	160-200 words (includes call to action)	<b>Total word count</b>	80-100 words (includes call to action)
<b>Call to action</b>	i.e. Visit website, call, redeem discount code or follow on social, etc	<b>Call to action</b>	i.e. Visit website, call, redeem discount code or follow on social, etc
<b>Images</b>	2 images + logo	<b>Images</b>	1 image + logo

### HEADLINE COMPETITION Landscape: 89.5 x 32 mm

<b>Copy</b>	What is the prize and its value.
<b>Entry &amp; URL</b>	Hurst Media will create and include the competition link in the copy
<b>Images</b>	1 image

## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG. TIFF or PSD can be accepted.
- 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. Word count is calculated based on the line length being filled, therefore, copy which includes short bullet points is likely to result in a lower word count capacity.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

### FILE TRANSFER WARNING: 7mb EMAIL ATTACHMENT LIMIT

Files can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk). Larger files can be sent 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 magazine 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 *New Scientist*

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