

101 Easy WaysTM

to save on the
cost of living

PUBLISHED WITH **The Mail** SUMMER/AUTUMN 23

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



101 Easy Ways to Save On the Cost of Living is a series of double-page-spread promotional features, published across four parts in *The Mail on Sunday*.

The Mail on Sunday has always been regarded as a newspaper committed to protecting the consumer interests of its audience and **101 Easy Ways to Save On the Cost of Living** will serve as the reader's essential guide to saving money.

101 Easy Ways to Save On the Cost of Living showcases a high-quality selection of 101 promotions, savings and competitions, across a variety of products and services: ranging from lifestyle expenses, utilities, food and groceries to transportation and healthcare costs, clothing and accessories, financial solutions, legal services and much more.

101 Easy Ways to Save On the Cost of Living is the perfect shop window for brands and organisations to benefit from an engaged audience looking for easy ways to save money, in the UK's biggest Sunday newspaper.

PARTICULARLY CONSIDERING

- 78% of readers say they are always on the lookout for special offers, while 52% agree that newspapers keep them informed of offers
- 30% of consumers describe their finances as struggling or in trouble
- 47% are very concerned about increases in the cost of food and drink.
- 79% choose to only read a weekend newspaper
- Mail on Sunday readers put 10% of all weekly expenditure towards groceries.

MASTHEAD COMPETITION EXAMPLE

Win a holiday for two in Marbella Worth £2,500!

101easyways.co.uk/marbella

PROMOTIONAL ARTICLE EXAMPLE

Switch utilities today and save 15% discount!

switch

101 Easy Ways to save on the cost of living

Get £100 cashback Cashback!

Capital One

Win a holiday for two in Marbella Worth £2,500!

101easyways.co.uk/marbella

Get the best prices on personal loans 15.4% APR!

ZOPA

Cut your electricity costs Up to £250 savings!

switch

Save money with heating costs 20% discount!

ideal

Save on wine with Virgin Wines Up to £100 savings!

virginwines

Are you considering a mortgage? Free consultation!

Halifax

Better beer for less 50% discount!

6p

Save on your phone tariff 15% discount!

o2

Cost of living savings 20% discount!

tesco

Half price on women's clothing 50% discount!

ASDA

Discounted school uniform 15% discount!

MAS

DIY that could save you thousands Up to £1,000 savings!

next

Cash savings on groceries Up to £100 savings!

ASDA

Two for one glasses Buy one get one free!

Specsavers

Trade in your old tech for cash Cashback!

Ryman

Win the ultimate experience day with WOWCHER Worth £300!

101easyways.co.uk/wowcher

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79% choose to only read a weekend newspaper

53 minutes is the average time spent reading

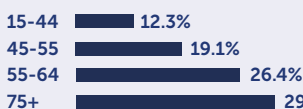
2.1m Average print readership of Mail on Sunday

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- Feature published inside the Mail on Sunday through summer/autumn.
- 800,000 average circulation.
- 2,100,000 average print readership
- Published on Mail Plus E-Paper
- Distributed nationwide.

RATE CARD

Promotional Article = £3,000

Promotional Article includes: Headline, image, 50-words, logo, QR code and contact details

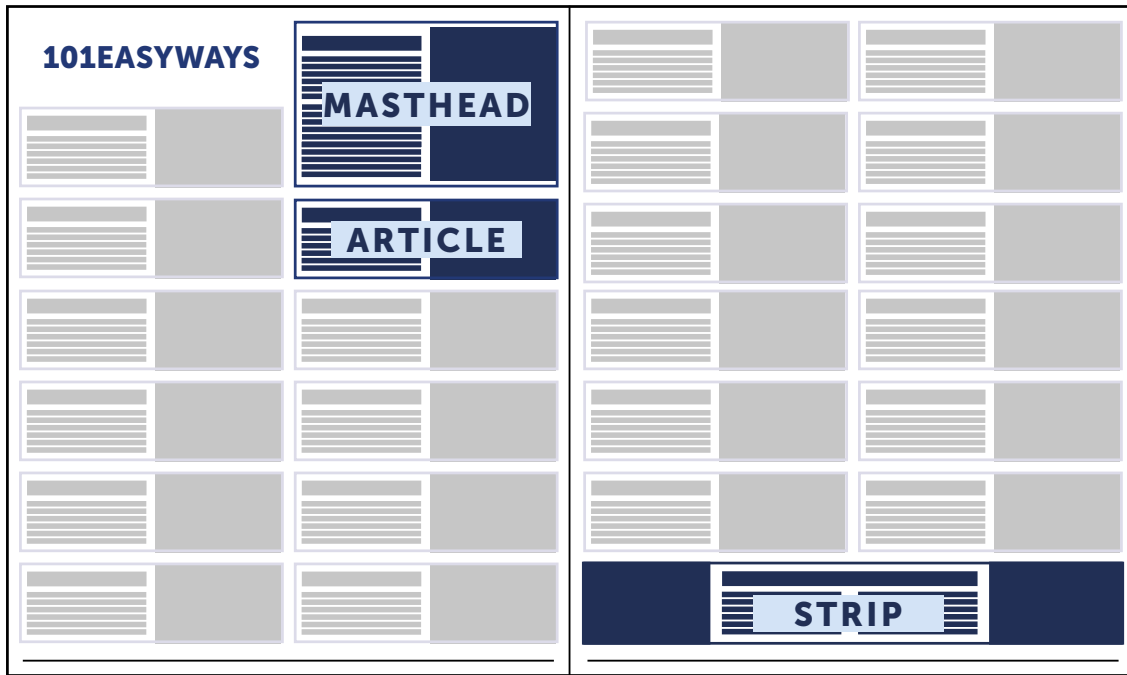
Competition Promotion = £5,000

Competition includes: Headline, 1-2 images, 120-words, logo, QR code and contact details

Click [HERE](#) for Native Package

FEATURE REQUIREMENTS

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



PROMOTIONAL ARTICLE

Total word count	40-50 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 images + logo (QR code optional)

MASTHEAD + STRIP COMPETITION

Total word count	100-120 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo (QR code optional)

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 article.
- 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. 8/10 words for headline and max. 10 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 article** 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 articles 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 articles (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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