

The Hurst Media LaBs copywriting team have a wealth of experience in providing advertising copy for every major national newspaper.

We have written content for over 1,400 advertorial features to date, appearing in The Times, The Sunday Times, Daily Mail, MailOnline, The Sun, The Sun Online, The i, The Guardian, The Observer, New Scientist, The Evening Standard, The Metro, The Telegraph, Daily Mirror, Sunday Mirror, Daily Express, Sunday Express and City AM.

You can rest assured that we have the expertise to get your brand noticed.



Copywriting brand ads

Word count:

Full page: up to 150 words £300

Half page: up to 130 words £260

Quarter page: up to 80 words £160

Includes:

Ad copywriting in line with brand tone and guidelines
Specific product promotion or generic brand showcase
Call to action guiding readers to visit website/product page

Ad on:

CAP check for Advertising Standards Authority compliance - £200

Copywriting comms

Short form £500

Includes and usage:

Up to 500 words
Ad copywriting in line with brand tone and guidelines
Specific product promotion or generic brand showcase
Call to action guiding readers to visit website/product page

All bookings are subject to our terms & conditions

Copywriting comms

Long form £500 + £1 per extra word

Includes and usage:

Over 500 words (+£1 for each word over 500)
Ad copywriting in line with brand tone and guidelines
Specific product promotion or generic brand showcase
Call to action guiding readers to visit website/product page

CAP Ad Codes Check £200

24 hour turn around

Includes:

Committees of Advertising Practice (CAP) Ad Codes compliance check
Proofreading supplied copy for potential violations of CAP Ad Codes
Running ad copy through CAP Bespoke Copy Advice

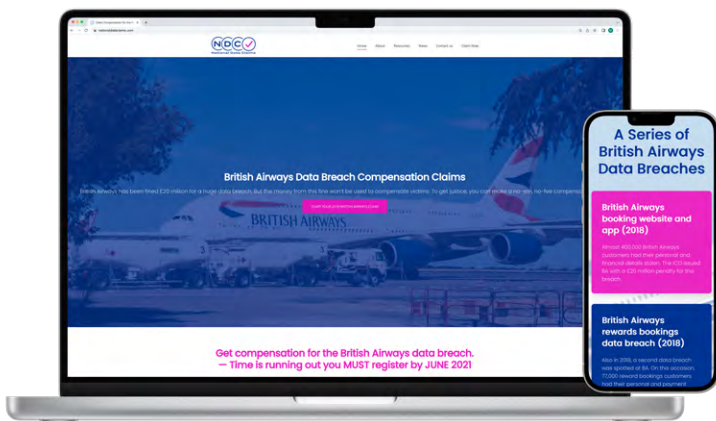
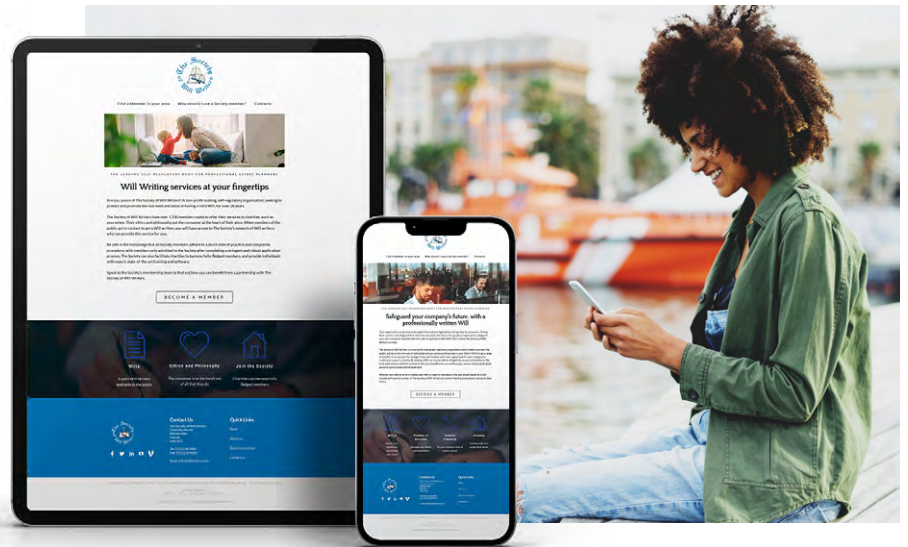
Optional:

Urgent request - £500 (3/4 hours turn around)
Research and provide sources to substantiate copy claims
(where possible) - £50 per hour

Note: CAP Ad Codes check is obligatory for all health-related products, and clinical trials may be required for specific products.

Newsletters

Our Newsletter copywriting service helps you create engaging and informative newsletters that keep your audience informed and engaged. Our team of skilled writers can produce content tailored to your business and industry, ensuring that your newsletter stands out from the rest. We focus on crafting attention-grabbing headlines, crafting compelling content, and using visually appealing designs to create newsletters that people want to read. Let us help you build a stronger connection with your audience and improve your business's overall communication strategy.



Comms

Our Comms copywriting service offers high-quality content that engages, informs and persuades your audience. We craft compelling messages that resonate with your target market, whether it's for a website, social media, email marketing, or other communication channels. Our experienced writers understand how to deliver your brand's voice and message to create a lasting impression. Let us help you take your communication efforts to the next level.

Press

Our Magazine copywriting service provides top-quality content for your publication. Our team of experienced writers crafts engaging and informative articles that capture the attention of your readers and keep them coming back for more. Whether you need feature articles, interviews, or news pieces, we tailor our writing to fit your specific needs and target audience. Let us help you take your publication to the next level with our expert copywriting services.



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