

Health, Beauty & Fashion SECRETS

PUBLISHED WITH **THE Sun** ON SUNDAYS

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

Health, Beauty and Fashion Secrets is a full-colour, tabloid-sized, double-page spread of advertorial content published in *The Sun on Sunday* newspaper.

The Sun is Britain's number one selling newspaper in the UK, selling 18 copies a second. As a brand, it reaches over 33 million adults each month. Packed full of inspiration for those who are interested in quality products and services, **Health, Beauty and Fashion Secrets** serves as an essential guide for readers who are willing to spend more to ensure they take care of their bodies, as well as to keep up with all of the latest trends.

Health, Beauty and Fashion Secrets showcases a high-quality selection of products and services to suit all tastes and ages, including including over-the-counter remedies, physiotherapy clinics, nutrition aids, grooming products, anti-aging solutions, mobility options, alternative therapies, diet and fitness solutions, athletic footwear and more.

Health, Beauty and Fashion Secrets is the perfect shop window for brands and organisations looking to benefit from an impressionable audience accustomed to expert commentary from award-winning journalists. Featuring in *The Sun on Sunday* presents an amazing opportunity to directly target a new and actively engaged reader.

PARTICULARLY CONSIDERING

- *The Sun* readers are over 50% more likely to purchase something as a result of seeing an advert in the newspaper
- Some 404,000 *The Sun* readers have a family income over £50k.



Health, Beauty & Fashion SECRETS
LIVE THE CELEBRITY LIFESTYLE

Give the gift of glam

The perfect gift for the glam girl who loves to pamper herself. Revolution Beauty's latest collection of skincare and beauty products is the perfect gift for the glam girl who loves to pamper herself. Revolution Beauty's latest collection of skincare and beauty products is the perfect gift for the glam girl who loves to pamper herself.

When blisters strike, carry on with Compeed®

Compeed® is the only product that can help you carry on with your life when you get blisters. Compeed® is the only product that can help you carry on with your life when you get blisters.

Elegant, sexy, and still comfortable

Juliemay is the only brand that can help you carry on with your life when you get blisters. Juliemay is the only brand that can help you carry on with your life when you get blisters.

Steaming life into fashion

777777

A game-changing beauty box

Revolution Beauty's latest collection of skincare and beauty products is the perfect gift for the glam girl who loves to pamper herself. Revolution Beauty's latest collection of skincare and beauty products is the perfect gift for the glam girl who loves to pamper herself.

Clothes that look good on everybody

boohoo

It's time for a fresh start – and that includes your hair

YBLonde

Looking to build your own home gym?

JUL

Remember just how good a little self care feels

SPABREAKS

Start a new life with one of the UK's fastest-growing wellbeing franchises

Xpress

Super supplements for a super you

reviveactive

1.9m

Sunday print readership of *The Sun*

404k

of *Sun* readers have a family income over £50k

36%

of regular *Sun* readers say they take action after seeing adverts

More under 35s

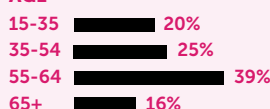
read *The Sun* than the 3 main leading competitors combined

DEMOGRAPHICS

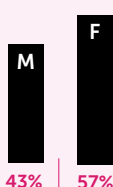
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 800,000 Sunday print circulation
- 1,900,000 Sunday print readership
- Distributed UK wide (excluding *The Scottish Sun*)

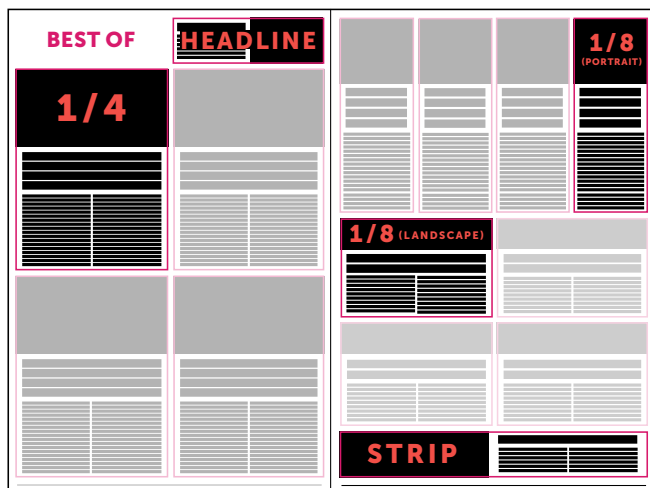
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,000
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

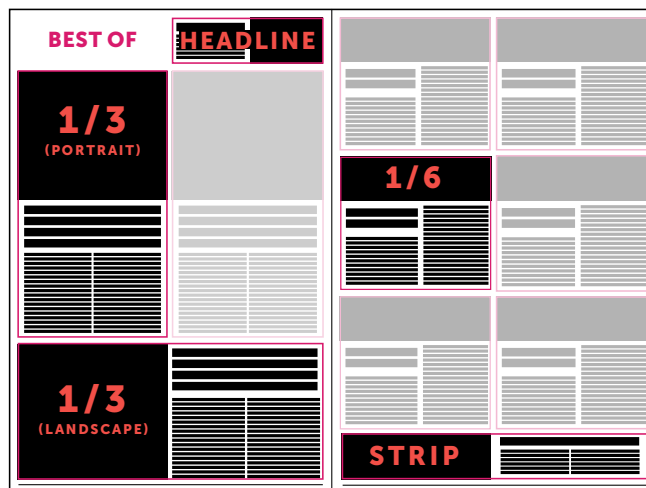
Total word count 120-150 words

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

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