

Health, Beauty & Fashion SECRETS

PUBLISHED IN **YOU** MAGAZINE WITH THE **The Mail** ON SUNDAY

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



Health, Beauty and Fashion Secrets is an A4-sized full-colour, double-page spread of advertorial content published in *You Magazine*.

With a weekly print readership of 2.1 million, *You Magazine* reaches a wide audience of primarily female readers. **Health, Beauty and Fashion Secrets** serves as an essential guide for these readers who are interested in self-improvement, taking care of their health, and discovering the latest in cosmetics and leading an active lifestyle. It will provide everything they need to make positive changes and lead a happier lifestyle.

Health, Beauty and Fashion Secrets showcases a high-quality selection of products and services, 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. Featuring in *You Magazine* presents an amazing opportunity to directly target a new and actively engaged reader.

PARTICULARLY CONSIDERING

- 31% of *You Magazine* readers spend more on womens wear than the average woman
- You Magazine* has a weekly print readership of 2.1 million
- 18% of readers agree that beauty and styling products help them to feel good about themselves

Health, Beauty & Fashion SECRETS

ADVERTISEMENT

Steaming life into fashion **PROGRESS**

To the effect, we've been looking at the best of the best, and the best of the best of the best. Black Friday, offer your money and we'll be right with you.

Give the gift of glam

The Christmas season is right around the corner, and it's time to start thinking about the perfect gift for the woman in your life. The perfect gift is one that she will love to use every day. The perfect gift is one that she will love to show off. The perfect gift is one that she will love to share with her friends and family. The perfect gift is one that she will love to keep for ever.

Revolution Beauty London

Revolution Beauty London is a leading beauty brand, offering a range of high-quality, professional-grade beauty products. From skincare to haircare, Revolution Beauty London has everything you need to achieve the look of the stars. Visit the website www.revolutionbeauty.com and discover a world of beauty products that will transform your look.

When blisters strike, carry on with Compeed

Compeed is the leading brand of blister plasters, offering a range of high-quality, professional-grade products. From blister plasters to blister patches, Compeed has everything you need to keep your feet comfortable and pain-free. Visit the website www.compeed.co.uk and discover a world of blister plasters that will keep you on your feet.

Dress to impress (for less!)

choice is the leading brand of clothing, offering a range of high-quality, professional-grade products. From clothing to accessories, choice has everything you need to look your best. Visit the website www.choice.co.uk and discover a world of clothing that will help you look your best.

YOU

MAGAZINE

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

Blonde is the new black, and it's time to start thinking about the perfect hair color for you. The perfect hair color is one that you will love to wear every day. The perfect hair color is one that you will love to show off. The perfect hair color is one that you will love to share with your friends and family. The perfect hair color is one that you will love to keep for ever.

Remember just how good a little self care feels

Spa Breaks is the leading brand of spa services, offering a range of high-quality, professional-grade services. From massages to facials, Spa Breaks has everything you need to relax and rejuvenate. Visit the website www.spabreaks.co.uk and discover a world of spa services that will help you relax and rejuvenate.

Super supplements for a super you

Revive Active is the leading brand of supplements, offering a range of high-quality, professional-grade products. From vitamins to minerals, Revive Active has everything you need to stay healthy and active. Visit the website www.reviveactive.co.uk and discover a world of supplements that will help you stay healthy and active.

2.1m

Weekly print readership of *YOU Magazine*

18%

more likely to agree beauty and styling products "help me feel good about myself"

18%

more likely to only use good quality toiletries

31%

spent more on womenswear vs the average woman

DEMOGRAPHICS

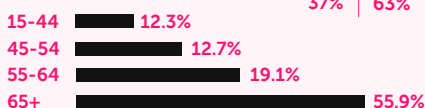
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 800,000 copies of *YOU Magazine* published
- 2,100,000 average issue readership
- National distribution

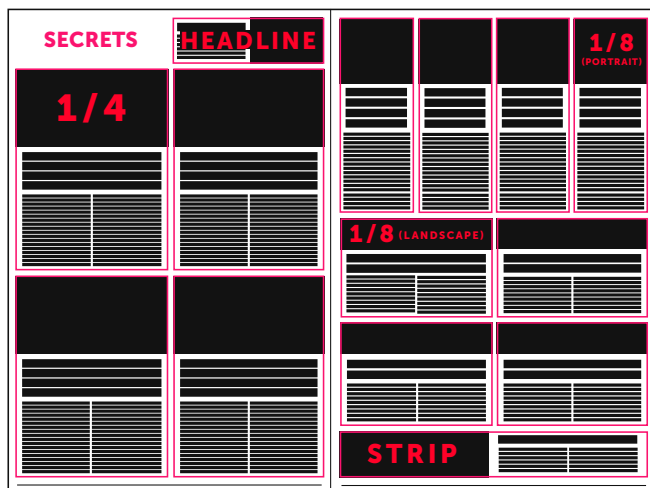
RATE CARD

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.



1/3 , 1/6 FEATURE REQUIREMENTS

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



QUARTER PAGE

Total word count	130-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo

EIGHTH PAGE

Total word count	65-75 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP

Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo

THIRD PAGE

Total word count	160-200 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo

SIXTH PAGE

Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 image + logo

HEADLINE

Total word count	30-40 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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Health, Beauty and Fashion Secrets is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in You Magazine
All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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