

Best of Christmas



PUBLISHED WITH SUNDAY EXPRESS

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

The **Best of Christmas** is a full-colour, tabloid-sized, double-page spread of advertorial content published in the *Sunday Express*.

With *Sunday Express* readers admitting to spending on average of £353 on Christmas presents, the **Best of Christmas** will serve as the essential guide for festive inspiration, and is an excellent opportunity to reach this audience in the run-up to the holiday season.

It showcases a selection of high-quality 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.

As one-in-three *Sunday Express* readers buy gifts for six to 10 people, the **Best of Christmas**, published at the most popular time to start present planning, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

PARTICULARLY CONSIDERING

- Half of *Sunday Express* readers have already purchased gifts for their children before the second half of November
- 56% of *Sunday Express* readers go to a Christmas market
- 58% of *Sunday Express* readers spend over £100 on food, drink and entertaining
- One-in-three *Sunday Express* readers get involved with Secret Santa.

Best of Christmas

For the festive inspiration, check out our selection of gifts, experiences, and all the things you need to get into the Christmas spirit.

Price's Candles embrace the scent of Christmas

Price's Candles is the perfect choice for a festive gift. Their candles are made from 100% natural beeswax and scented with the finest fragrances. They are available in a variety of sizes and shapes, and are perfect for creating a warm and cozy atmosphere in your home.

Get ready for festive feasting

With the festive season upon us, it's time to get ready for festive feasting. Our selection of products includes everything you need to make your Christmas dinner a memorable one.

Create something unique with Nikon's iconic full-frame retro camera

Nikon's iconic full-frame retro camera is the perfect choice for anyone looking for a unique and stylish camera. It features a classic design and a full-frame sensor, making it a great choice for anyone looking for a high-quality camera.

Give the gift of theatre with Theatre Tokens

Theatre Tokens are the perfect gift for anyone who loves the theatre. They can be used to purchase tickets for a wide range of theatre productions, making them a great choice for anyone looking for a unique and memorable gift.

Win the ultimate festive pumpkin kit

Win the ultimate festive pumpkin kit from Baylis & Harding. This kit includes everything you need to create the perfect festive pumpkin, including seeds, carving tools, and a variety of designs.

Christmas at Purdey

Christmas at Purdey is the perfect choice for anyone looking for a unique and memorable gift. It includes a variety of products, including pens, pencils, and notebooks, all of which are perfect for the festive season.

Gift yourself the future you

Gift yourself the future you with a Technogym. This gym is the perfect choice for anyone looking for a high-quality gym. It features a variety of equipment, including treadmills, ellipticals, and more, making it a great choice for anyone looking for a high-quality gym.

Their favourite memories wrapped up

Their favourite memories wrapped up in a Photo. This is the perfect choice for anyone looking for a unique and memorable gift. It includes a variety of products, including photo books, photo cards, and more, all of which are perfect for the festive season.

Nextbase 622GW Dash Cam

Nextbase 622GW Dash Cam is the perfect choice for anyone looking for a high-quality dash cam. It features a variety of features, including a wide-angle lens, a high-resolution camera, and more, making it a great choice for anyone looking for a high-quality dash cam.

449k

Average print readership of the *Sunday Express*

82%

of readers are ABC1C2

66

minutes is the average time spent reading the *Sunday Express*

77%

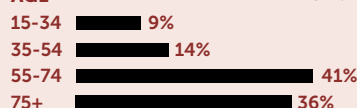
of readers are 55 and over

DEMOGRAPHICS

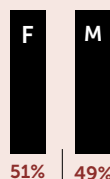
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- The *Sunday Express* has a circulation of 214,045
- 449,495 is the average readership
- Distributed UK wide

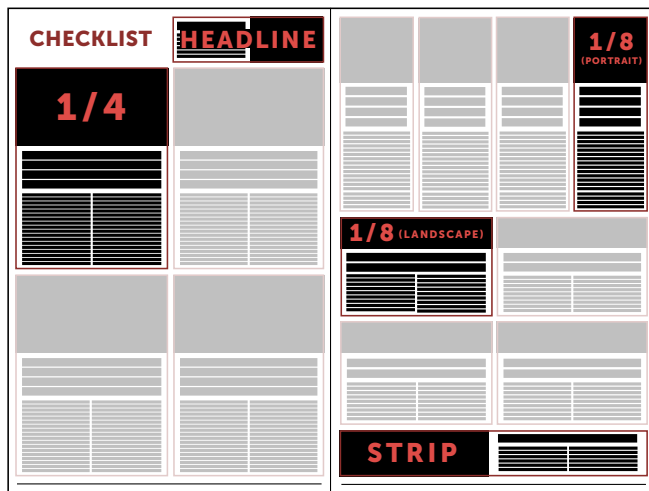
RATE CARD

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 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 131.5 x 137.7 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: 131.5 x 67 mm
Portrait: 63.9 x 137.7 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: 267 x 42.5 mm

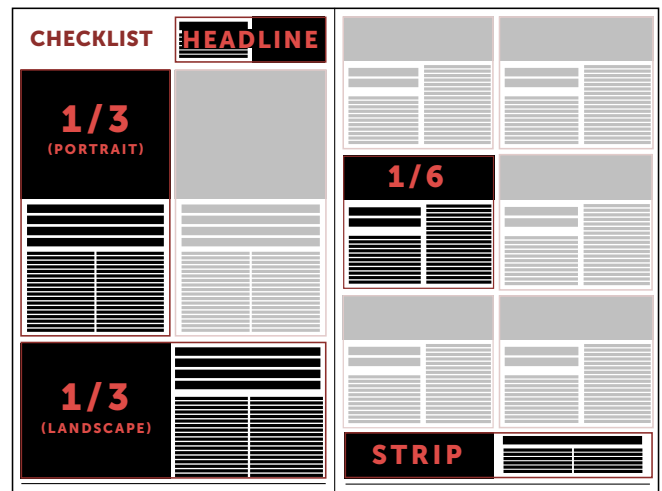
Total word count 120-150 words

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: 267 x 90.4 mm
Portrait: 131.5 x 185 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: 131.5 x 90.4 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: 131.5 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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Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Express*
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