

Best of New Year's Resolutions



PUBLISHED WITH **The Mail** ON SUNDAY

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

The **Best of New Year's Resolutions** is a full-colour, tabloid-sized, double-page spread of advertorial content published in *The Mail on Sunday*.

The Mail on Sunday readers have an average of £47,902 in savings and investments. This wealthy readership believe it is worth paying extra for quality products and services. **Best of New Year's Resolutions** serves as the essential guide to help them make positive changes in order to lead a healthier, happier lifestyle for the coming year.

It will showcase a high-quality selection of products and services for a new year and a new you, ranging from health, fitness, nutrition and finance advice to eco-friendly products and lifestyle swaps.

The **Best of New Year's Resolutions** is the perfect shop window for brands and organisations to benefit from a large, mature readership who are concerned about their own and loved one's health and wellbeing and are openminded about improving their lives.

PARTICULARLY CONSIDERING

- *The Mail on Sunday* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- *The Mail on Sunday* readers have an average of £47,902 in savings and investments – which is £22k more than the UK average
- The average time spent reading *The Mail On Sunday* is 72 minutes
- 83% of readers are homeowners, so refreshing and improving their home life is important.

Best of New Year's Resolutions

New Year means it's time to make better choices – whether those include getting healthier, saving more money or trying something new. Here are some ideas for you.

Effortless savings on your energy bills, forever

Save on your energy bills with a smart meter. It's a small device that can be installed in your home for free. It will monitor your energy usage and send you alerts when you're using too much. This can help you save money on your bills.

Save cash on tech!

Get the best deals on tech products. We've found some great offers on smartphones, tablets, and laptops. Don't miss out on these savings!

Healthy resolutions for a happier new you!

Improve your health with a new pair of leggings. They're comfortable, stylish, and perfect for your workouts. Get yours now!

The ultimate implant experience

Get the best dental care with a new implant. It's a permanent solution for missing teeth. Get yours now!

Thriving joyfully with a vegan lifestyle choice

Get the best vegan products. We've found some great offers on plant-based foods, supplements, and more. Get yours now!

The Slender way to reduce cravings and help you lose weight

Get the best weight loss products. We've found some great offers on supplements, diets, and more. Get yours now!

Buy or sell unwanted gift cards and make your money go further

Get the best deals on gift cards. We've found some great offers on a variety of gift cards. Get yours now!

Looking to build your own home gym? Look no further...

Get the best home gym equipment. We've found some great offers on treadmills, bikes, and more. Get yours now!

Dealing with debt

Get the best debt management services. We've found some great offers on debt consolidation, debt management, and more. Get yours now!

Making iron better...

Get the best iron supplements. We've found some great offers on iron supplements, iron-rich foods, and more. Get yours now!

2.1m

Average print readership of Mail on Sunday

65%

are ABC1

79%

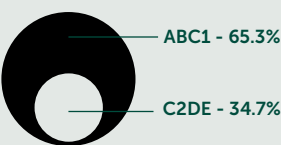
choose to only read a weekend newspaper

53

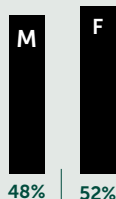
minutes is the average time spent reading

DEMOGRAPHICS

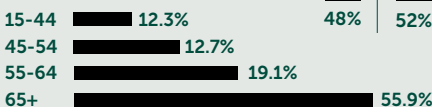
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 800,000 average circulation of Mail on Sunday
- 2,100,000 average print readership
- Distributed UK wide

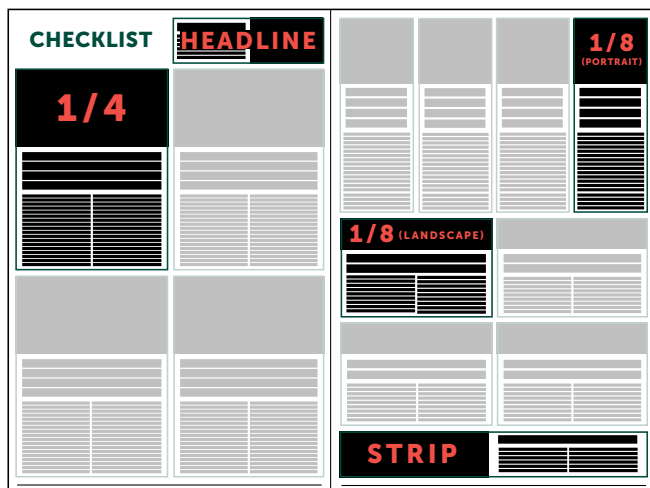
RATE CARD

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: 134.5 x 147.7 mm

EIGHTH PAGE

Landscape: 134.5 x 71.7 mm
Portrait: 65.25 x 147.7 mm

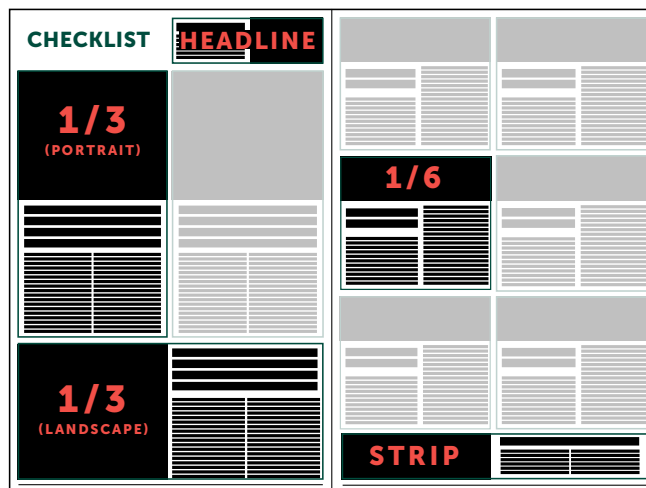
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

STRIP Landscape: 273 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: 273 x 97 mm
Portrait: 134.5 x 198.7 mm

SIXTH PAGE

Landscape: 134.5 x 97 mm

Total word count	200-300 words	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	Images	1-2 image + logo

HEADLINE Landscape: 134.5 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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Best of New Year's Resolution is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in Mail on Sunday
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