

# Best of Retirement



## PUBLISHED WITH Daily Mail

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

**Best of Retirement** is a full-colour, tabloid-sized double-page spread of advertorial content published in the the *Daily Mail*.

**Best of Retirement** serves as an essential guide for an older generation, with a readership of 48% men and 52% women. This wealthy readership believes it is worth paying extra for quality products and services during their later years.

Whether readers are already enjoying retirement, or providing care for elderly relatives, **Best of Retirement** is full of inspirational ideas to help this mature audience make the most of their time and money. It showcases a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published in the *Daily Mail*, **Best of Retirement** is the perfect shop window for brands and organisations to benefit from a mature readership who are already enjoying or simply planning ahead for their own retirement.

### PARTICULARLY CONSIDERING

- *Daily Mail* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- *Daily Mail* readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average
- 83% of *Daily Mail* readers are homeowners, so spending quality time indoors is important.

### Best of Retirement

From finding the perfect place to live to taking a scenic trip, these products and services can add comfort and joy to your – or a loved one's – retirement.

#### Experience luxury retirement living at Battersea Place – London's exclusive retirement village

Battersea Place is a unique retirement village, designed for those who want to live in a prime location, enjoy a high standard of living, and have access to a range of facilities and services. The village is a truly exclusive community, offering a range of amenities and services, including a swimming pool, gym, and a range of social and leisure activities. Battersea Place is a truly exclusive community, offering a range of amenities and services, including a swimming pool, gym, and a range of social and leisure activities.

#### Discover the magic of Shetland with Robertson's tours and holidays

Robertson's tours and holidays offer a unique and unforgettable experience in the heart of Scotland. From the stunning landscapes of the Scottish Highlands to the historic cities of Edinburgh and Glasgow, Robertson's offers a range of tours and holidays that are perfect for those who want to enjoy the best of Scotland. Robertson's tours and holidays offer a unique and unforgettable experience in the heart of Scotland.

#### Are you over 60 and either planning retirement or already retired?

LifeCare Residences offers a range of retirement properties, from luxury apartments to exclusive villas, all designed to provide a high standard of living and a range of amenities and services. LifeCare Residences offers a range of retirement properties, from luxury apartments to exclusive villas, all designed to provide a high standard of living and a range of amenities and services.

### Robot arm assisted hip and knee replacements

Dr. Robert Smith, a leading orthopaedic surgeon, explains how the use of a robot arm can significantly improve the accuracy and outcomes of hip and knee replacement surgery. Dr. Robert Smith, a leading orthopaedic surgeon, explains how the use of a robot arm can significantly improve the accuracy and outcomes of hip and knee replacement surgery.

### Where dreams take shape: customisable luxury mobile homes

Charles Simpson's mobile homes offer a unique and luxurious way to enjoy the outdoors. From the stunning landscapes of the Scottish Highlands to the historic cities of Edinburgh and Glasgow, Charles Simpson's mobile homes offer a range of options that are perfect for those who want to enjoy the best of Scotland.

### Unsteady and longing to take more walks?

Thrive offers a range of products and services designed to help those who are unsteady or have difficulty walking. From walking aids to specialised footwear, Thrive offers a range of options that are perfect for those who want to enjoy the best of Scotland.

### Let your love of music live on with a gift in your will

Help Musicians offers a range of services designed to help those who want to leave a legacy of music. From the creation of a will to the distribution of assets, Help Musicians offers a range of options that are perfect for those who want to enjoy the best of Scotland.

### Loveday: luxury senior living redefined

Loveday offers a range of luxury retirement properties, from exclusive villas to high-end apartments, all designed to provide a high standard of living and a range of amenities and services. Loveday offers a range of luxury retirement properties, from exclusive villas to high-end apartments, all designed to provide a high standard of living and a range of amenities and services.

### Groove Pillows: the perfect support for restful sleep

Groove Pillows offers a range of pillows designed to provide the perfect support for restful sleep. From the softest of down to the firmest of foam, Groove Pillows offers a range of options that are perfect for those who want to enjoy the best of Scotland.

### A journey like no other

Warfield Park offers a range of unique and unforgettable experiences, from the stunning landscapes of the Scottish Highlands to the historic cities of Edinburgh and Glasgow. Warfield Park offers a range of unique and unforgettable experiences, from the stunning landscapes of the Scottish Highlands to the historic cities of Edinburgh and Glasgow.

1.6m

Average print readership of Daily Mail

63%

are ABC1

79%

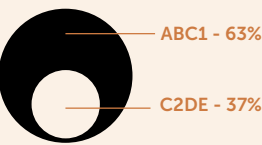
choose to only read a weekend newspaper

53

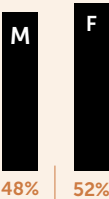
minutes is the average time spent reading

### DEMOGRAPHICS

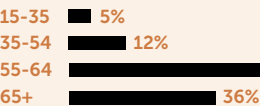
#### SOCIAL DEMOGRAPHIC



#### GENDER



#### AGE



### DISTRIBUTION

- 1,600,000 average circulation
- 2,300,000 average print readership
- Distributed UK wide

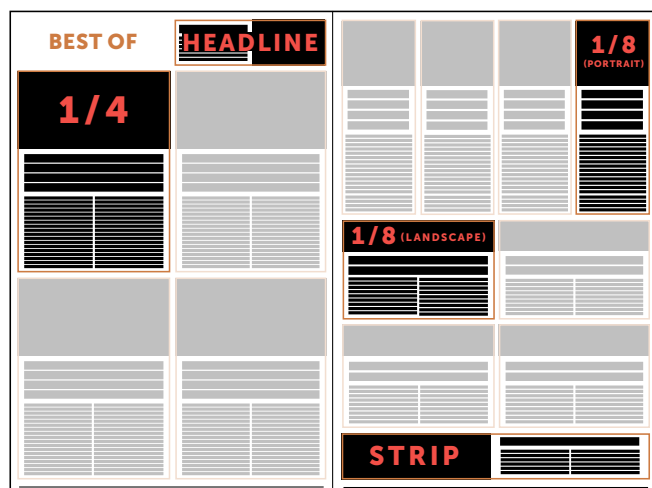
### RATE CARD

|                     |         |
|---------------------|---------|
| Third page          | £13,800 |
| Quarter page        | £10,350 |
| Sixth page          | £6,900  |
| 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

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 200-250 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2 images + logo                                      |

### EIGHTH PAGE

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

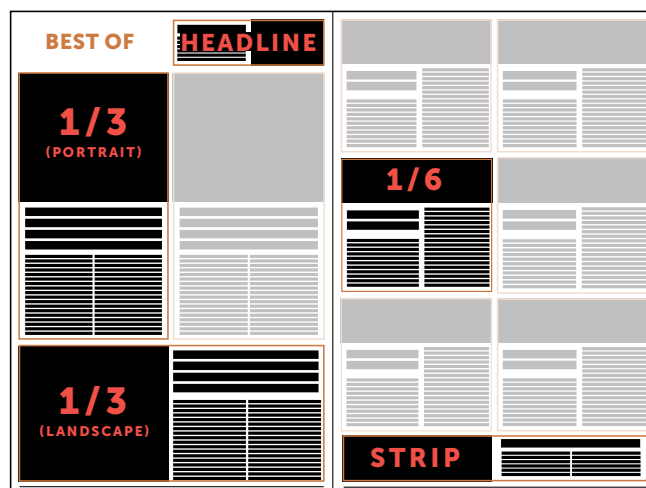
|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 70-100 words                                         |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1 image + logo                                       |

### STRIP Landscape: 273 x 42.5 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 120-150 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 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

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 200-300 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2-3 images + logo                                    |

### SIXTH PAGE

Landscape: 134.5 x 97 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 120-150 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1-2 image + logo                                     |

### HEADLINE Landscape: 134.5 x 42.5 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 60-80 words                                          |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

**Checklist** is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Daily Mail*.  
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