

Christmas checklist



PUBLISHED WITH SUNDAY EXPRESS ON SUNDAYS

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

The **Christmas Checklist** 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 **Christmas Checklist** 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 **Christmas Checklist**, 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.

Christmas checklist

For festive inspiration, check out our selection of ideas, including food and drink, gifts, home decor, and more.

Find out more about Christmas at [www.sundayexpress.co.uk/christmas](#)

Festive delicacies infused with juniper

As the weather turns colder, there's nothing more comforting than a warm drink and a slice of cake. This year, why not try something a little different? Juniper-infused delicacies are the perfect way to add a touch of winter to your festive menu.

[Discover more about this product](#)

Making Christmas Majestic for 40 years!

For 40 years, Majestic has been the go-to brand for Christmas decorations. This year, we've introduced a new range of lights and ornaments that will make your Christmas truly majestic.

[Discover more about this product](#)

Look for the Red Tractor!

Red Tractor is the most trusted brand in the UK for quality food and drink. This year, we've introduced a new range of products that will make your Christmas truly special.

[Discover more about this product](#)

Christmas cocktails and street food in London's snow-covered Winter Forest

Experience the magic of a winter wonderland in the heart of London. Our new Christmas cocktails and street food are the perfect way to celebrate the season.

[Discover more about this product](#)

Join the festivi-teas at Strand Palace

Strand Palace is the perfect place to enjoy a festive meal with family and friends. Our new Christmas menu is the perfect way to celebrate the season.

[Discover more about this product](#)

Discover true sound at home

Yamaha is the world's leading manufacturer of high-quality audio equipment. This year, we've introduced a new range of products that will make your Christmas truly special.

[Discover more about this product](#)

Step into the season by choosing designer wear from over 200 fantastic brands

Christmas is the perfect time to treat yourself to a new outfit. Our new Christmas collection is the perfect way to celebrate the season.

[Discover more about this product](#)

Treat loved ones and celebrate the most wonderful time of the year with these luxury gift sets

Yamaha is the world's leading manufacturer of high-quality audio equipment. This year, we've introduced a new range of products that will make your Christmas truly special.

[Discover more about this product](#)

449k

Average print readership of the *Sunday Express*

82%

of readers are ABC1C2

66

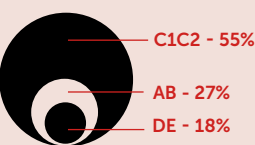
minutes is the average time spent reading the *Sunday Express*

77%

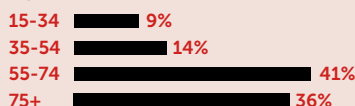
of readers are 55 and over

DEMOGRAPHICS

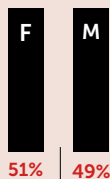
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

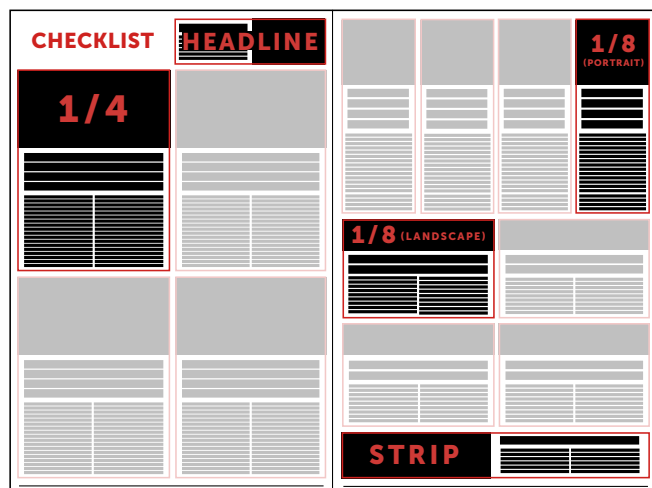
RATE CARD

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

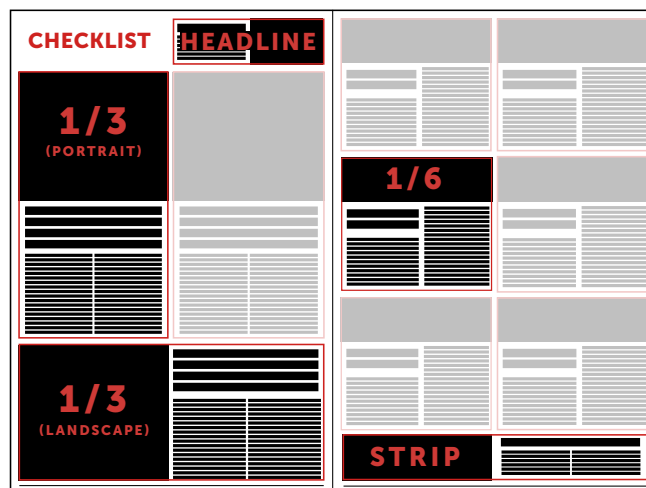
Total word count 120-150 words

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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