

Food and Drink checklist



PUBLISHED WITH ON SATURDAYS

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

The **Food & Drink Checklist** is a full-colour, tabloid-sized, double-page spread of advertorial content published in the Saturday edition of *The Sun*.

The Sun is Britain's No.1 selling newspaper, selling 18 copies a second. As a brand, it reaches over 33 million adults each month. When it comes to food & drink, research has shown that £1 in every £7 spent on groceries is spent by a *Sun* reader.

The **Food & Drink Checklist** will serve as an essential guide for readers to transform the way they eat and drink. It will showcase a high-quality selection of products and services ranging from the latest food & drink trends, magic ingredients and health foods to kitchen tech & gadgets, wines, spirits & cocktails and seasonal dining options.

Published on a Saturday, the **Food & Drink Checklist** is the perfect shop window for brands and organisations to benefit from a mass readership who are over 50% more likely to purchase something as a result of seeing an advert in the newspaper.

PARTICULARLY CONSIDERING

- Research has shown that £1 in every £7 spent on groceries is spent by a *Sun* reader
- 404,000 of *The Sun* readers have a family income over £50k
- *The Sun* readers are over 50% more likely to purchase something as a result of seeing an advert in the newspaper.

Food and Drink checklist

Personalised cards crafted in luxury chocolate

The London-based company cleaning up the coffee industry

Making Christmas Majestic for 40 years!

Look for the Red Tractor!

SodaStream unveils limited-edition Spirit Gold

Festive delicacies infused with juniper

PERCOL

Coppola ready-made soups, tomato sauces and organic ketchup with no added sugar

Eat different, make a difference

The perfect meal starts with perfect cookware

Howlingly good gin!

2.6m

Saturday print readership of *The Sun*

404k

of *Sun* readers have a family income over £50k

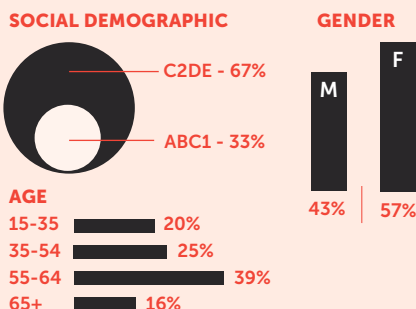
36%

of regular *Sun* readers say they take action after seeing adverts

35s

read *The Sun* than the 3 main leading competitors combined

DEMOGRAPHICS



DISTRIBUTION

- 1,333,141 Saturday print circulation
- 2,600,000 Saturday print readership
- Distributed UK wide (excluding The Scottish Sun)

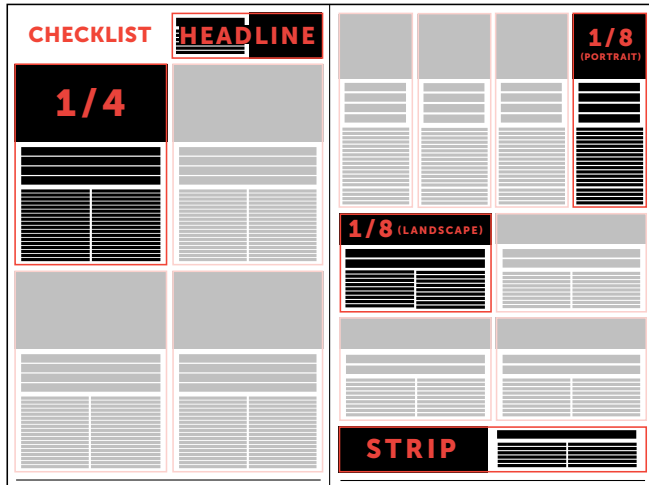
RATE CARD

- Third page **£12,000**
- Quarter page **£9,675**
- Sixth page **£6,450**
- 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: 132 x 136.6 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: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

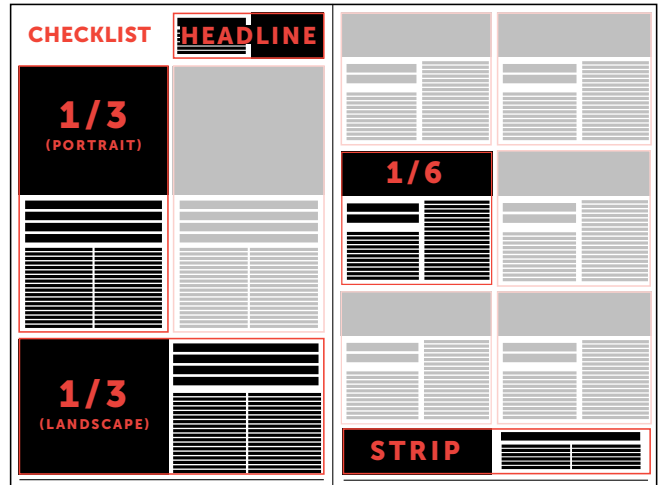
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 268 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: 268 x 89.7 mm
Portrait: 183.6 x 132 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: 132 x 89.7 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: 134 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

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 *The Sun*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



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