

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

## Food & Drink checklist

ADVERTISEMENT FEATURE

WE VISITED THE COMPANIES AND TASTED THE PRODUCTS. FIND OUT HOW TO GET YOUR HANDS ON THEM

Food & Drink: The Food & Drink section of the magazine is a place where you can find out about the latest products and services available. It's a place where you can find out about the latest products and services available. It's a place where you can find out about the latest products and services available.

### Fresh ice cream and sorbets from the farm

There's nothing more refreshing than a bowl of fresh ice cream or sorbet. And now you can enjoy them with a conscience, thanks to the delicious, natural flavours of the new range from the award-winning brand.

### Ready-made soups, tomato sauces and organic ketchup with no added sugar

Ready-made soups, tomato sauces and organic ketchup with no added sugar. These products are perfect for those who want to eat healthy and delicious food without the added sugar.

### Fancy cooking up a storm?

Fancy cooking up a storm? This is the perfect time to try the new range of products from the award-winning brand. They are perfect for those who want to eat healthy and delicious food without the added sugar.

### Experience making your own gin with Slingsby

Experience making your own gin with Slingsby. This is a unique opportunity to create your own gin and enjoy it with your friends and family.

Balans Avian Spritz is a refreshing drink made from natural ingredients. It's perfect for those who want to eat healthy and delicious food without the added sugar.

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### Warm, gooey and gluten free – Doughlicious is the perfect ready-to-bake gourmet cookie dough

Warm, gooey and gluten free – Doughlicious is the perfect ready-to-bake gourmet cookie dough. It's perfect for those who want to eat healthy and delicious food without the added sugar.

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For more information visit [slingsbythegins.co.uk/](http://slingsbythegins.co.uk/) or email [enquiries@slingsbythegins.co.uk](mailto:enquiries@slingsbythegins.co.uk)

### Fresh ice cream and sorbets from the farm

Fresh ice cream and sorbets from the farm. These products are perfect for those who want to eat healthy and delicious food without the added sugar.

### The world's first fully home compatible Nespresso capsules

The world's first fully home compatible Nespresso capsules. These capsules are perfect for those who want to eat healthy and delicious food without the added sugar.

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Fresh ice cream and sorbets from the farm. These products are perfect for those who want to eat healthy and delicious food without the added sugar.

### Pure grain flour-free loaves full of flavour

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### The best twin to your spirit

The best twin to your spirit. These products are perfect for those who want to eat healthy and delicious food without the added sugar.

### Fiercely strong, refreshing flat white in a can

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### Swap the takeaway for a tasty takeaway

Swap the takeaway for a tasty takeaway. These products are perfect for those who want to eat healthy and delicious food without the added sugar.

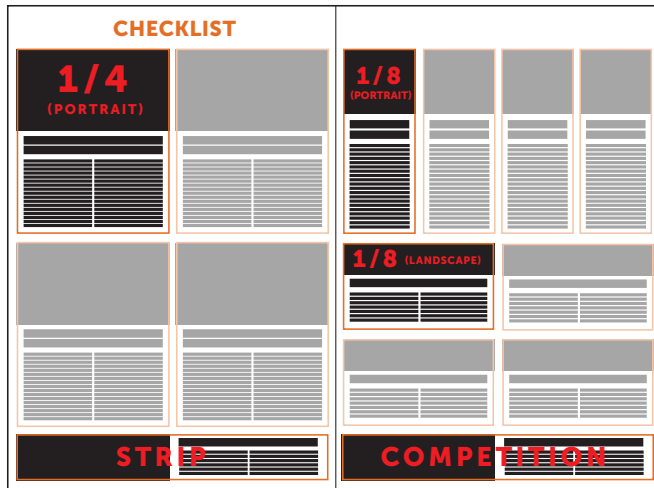
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## Facts and figures from The Telegraph

## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### QUARTER PAGE

One size: 168.5 x 217 mm

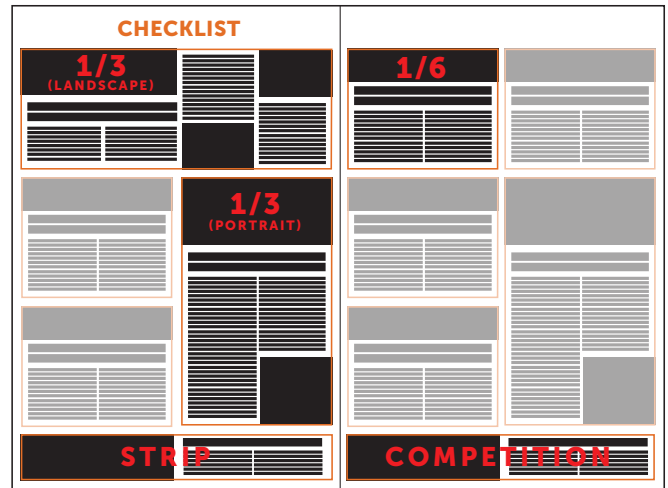
<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Total word count</b>	360-400 words	<b>Total word count</b>	150-170 words
<b>Call to action</b>	Discount offer, website, phone, or social links	<b>Call to action</b>	Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo	<b>Images</b>	1 image + logo

### STRIP: 342 x 66 mm

<b>Headline</b>	Written in-house	<b>Call to action</b>	Discount offer, website, phone, or social links
<b>Total word count</b>	150-170 words	<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: 342 x 144 mm

Portrait: 168.5 x 292 mm

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Total word count</b>	460-500 words	<b>Total word count</b>	200-220 words
<b>Call to action</b>	Discount offer, website, phone, or social links	<b>Call to action</b>	Discount offer, website, phone, or social links
<b>Images</b>	3 images + logo	<b>Images</b>	1-2 images + logo

### COMPETITION: 342 x 66 mm

<b>Headline</b>	Written in-house	<b>Contact</b>	Website, phone, or social links
<b>Prize</b>	Prize and value	<b>Images</b>	2 images + logo
<b>Total word count</b>	120 words		

## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi) and not sourced from client websites as these are too low resolution for print.
- Image ink density limit 240%.
- 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.

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

### COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- All copy content provided in word processor file (avoid supplying in PDF format).
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

### FILE TRANSFER

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 [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, **Hurst Media will layout your advertorial** according to the house style pre-approved by The Telegraph.
- Layouts may vary depending on images and/or text supplied.

### APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required.
- The final third PDF is for fact checking/approval/records only, as such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Bespoke advertorials (in which Hurst Media Company 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 use subject to editorial discretion and may vary depending quality, size and layout.  
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

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# HURST MEDIA

The UK's trusted media partner