

Health and Wellbeing checklist

PUBLISHED WITH **The Daily Telegraph**



The **Health and Wellbeing Checklist** is a full colour, tabloid-sized newspaper publication distributed full run and nationwide with *The Daily Telegraph*.

The Daily Telegraph boasts a mature and wealthy readership, with an average age of 61, and 81% of them in the ABC1 socio-economic group.

Health and Wellbeing Checklist serves as an essential guide to help these discerning and health-conscious readers to discover and make positive changes in order to lead a healthier lifestyle.

It showcases a selection of high-quality products and services, including

specialist clinics, beauty and cosmetic treatments, alternative therapy, health foods, diet and fitness advice as well as homecare and mobility options.

The Daily Telegraph is one of the most well-established and trusted newspapers in the UK. **Health and Wellbeing Checklist** is the perfect shop window for brands and organisations to attract a mature audience seeking health and wellness.

This readership has more time to spend reading the newspaper, and has a large disposable income matched with a high propensity to spend on health and well-being products and services.

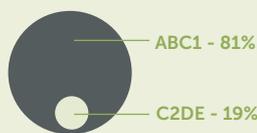
PARTICULARLY CONSIDERING

- *The Telegraph* is aimed at the traditional reader who wants the best news, comments and analysis to read at their own leisure
- The average *Telegraph* reader is 61-years-old and has savings of over £100k
- Print readers are 2.7x more likely to have a personal income above £70k+
- *Telegraph* readers are 122% more likely to agree they rely on newspapers to keep them informed.



DEMOGRAPHICS

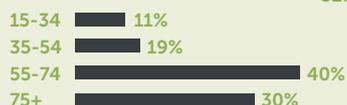
SOCIAL DEMOGRAPHIC



GENDER



AGE



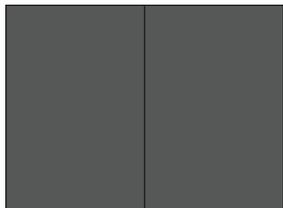
DISTRIBUTION

- 309,167 copies of *The Telegraph* published daily
- 734,000 average daily readership
- Distributed UK wide

RATE CARD

Double page	£15,950
Full page	£9,950
Half page	£4,950
Quarter page	£2,950

ADVERT SIZES



DOUBLE PAGE SPREAD*

DIMENSIONS

Size: 536mm (w) x 340mm (h)

Text-safe area: 516mm (w) x 320mm (h)

*Centre-fold only. Recommended text-safe area is 10mm all around. Please ensure there is a 20mm-wide text-safe area in the centre to account for the page fold



FULL PAGE

DIMENSIONS

Size: 258mm (w) x 338mm (h)

Text-safe area: 238mm (w) x 318mm (h)

Recommended text-safe area is 10mm all around.



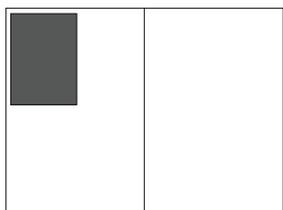
HALF PAGE

DIMENSIONS

Size: 258mm (w) x 157mm (h)

Text-safe area: 238mm (w) x 137mm (h)

Recommended text-safe area is 10mm all around.



QUARTER PAGE

DIMENSIONS

Size: 125mm (w) x 157mm (h)

Text-safe area: 105mm (w) x 137mm (h)

Recommended text-safe area is 10mm all around.

SUPPLYING ADVERT ARTWORK

FORMAT

All adverts should be supplied as a print-ready PDF (PDF/X-1a:2001)

ARTWORK SPECIFICATIONS

- CMYK colour
- Resolution: 300dpi
- Ink density limit: 240%
- Bleed and crop marks are not required

Please note newsprint does not print to the trim of the paper, there is non-printing margin outside the full page print area so if your artwork is on a white background or if you are working to a large text-safe area, this non-printing area may give a wider looking margin than expected. Colour variations will occur if your files do not utilise the colour profile and respect guidelines outlined above. We cannot guarantee the quality of the final print if files are supplied outside of these specifications. We reserve the right to convert all images to meet this specification if they are not supplied as such.

ADVERT DESIGN PREMIUMS

Advert designs (in which the client supplies images, logos and contact details and Hurst Media creates a design) are charged at a 10% premium or a one off fee of £150, whichever is greater. Subject to availability.

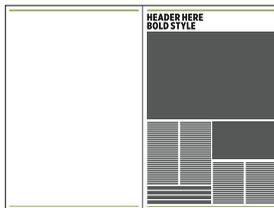
FILE TRANSFER

Files should be emailed to production@hurstmediacompany.co.uk

For larger files, send to production@hurstmediacompany.co.uk via wettransfer.com. Please clarify in your message your company name, publication and on sale date as per your booking.

Image use subject to editorial discretion and may vary depending quality, size and layout. Image research and sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25 per hour.

ADVERTORIAL REQUIREMENTS



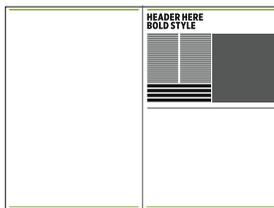
FULL PAGE

Total word count: 600-700 words

Headline: Up to 60 characters

Box copy: Up to 50 words, which could include an offer code, contact details (web, email, phone) and social handles.

Images: 3-5 high resolution images plus company logo



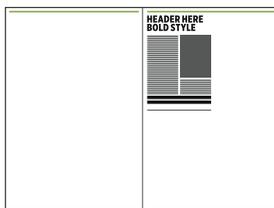
HALF PAGE

Total word count: 350-400 words

Headline: Up to 60 characters

Box copy: Up to 30 words, which could include an offer code, contact details (web, email, phone) and social handles.

Images: 1-2 high resolution images plus company logo



QUARTER PAGE

Total word count: 180-230 words

Headline: Up to 40 characters

Box copy: Up to 30 words, which could include an offer code, contact details (web, email, phone) and social handles.

Images: 1 high resolution image plus company logo

SUPPLYING ADVERTORIAL CONTENT

COPY SPECIFICATIONS

- *Supplied copy will be subedited by the editorial team.* Spelling, grammar and punctuation will also be corrected to the house style (including copy in third person)
- If you are using a discount code, custom landing page or an offer to the readers in your copy, please only refer to the Checklist (e.g. 'CHECKLIST20') or another generic word, and **NOT** *The Telegraph*

IMAGES SPECIFICATIONS

- Please supply all images as high resolution CMYK JPEGs
- All images must be at least 300dpi when placed at full size
- **DO NOT** supply images with copy and graphics (such as slogans and logos on top)

DESIGN PROCESS

- After receiving your copy and images, *we will design your advertorial in the publication house style* and send a proof to you
- After sending a proof, we require either your corrections or your approval to send the advertorial to press

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval
- If you have any changes, you have the option of **TWO** rounds of amendments before final approval is required. As such please ensure any amendments are clear and concise
- All advertorials must also be approved by the newspaper ahead of press; the team will get back in touch if *The Telegraph* requires changes or substantiating evidence for any claims made in the copy

CONTACT DETAILS

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