

Health and Wellbeing

checklist



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

The **Health & Wellbeing Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of the *Daily Express*.

The *Daily Express* readers are health-conscious, with 61% eating more healthy food than they have in the past. The **Health & Wellbeing Checklist** serves as the essential guide to help them make positive changes in order to lead a healthier, happier lifestyle.

It showcases a high-quality selection of products and services, ranging from over-the-counter remedies, specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness solutions and homecare and mobility options.

Published in the Saturday edition of the *Daily Express*, the **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a large, mature readership who are concerned about their own and loved one's health and wellbeing and are open-minded about improving their lives.

PARTICULARLY CONSIDERING

- 74% of *Daily Express* readers agree 'to stay healthy it is important to exercise regularly'
- 495,000 readers of the *Daily Express* are aged over 55
- 1 in 4 *Daily Express* readers visit a leisure centre, gym or health club
- 61% of *Daily Express* readers are eating more healthy food than they have in the past

Health and Wellbeing checklist

Your body is precious and it pays to look after yourself. Here are a variety of ideas to be – and stay – healthy

Strengthen your pelvic floor – using digital technology!

KEGEL 8

For all women, pelvic floor exercises are essential to maintain a healthy pelvic floor. Kegel 8 is a digital device that provides real-time feedback on your pelvic floor strength, ensuring you are doing the exercises correctly and effectively.

108 HARLEY STREET

Guaranteed relief for extremely dry, cracked skin

108 HARLEY STREET

For all women, extremely dry, cracked skin can be a real nuisance. 108 Harley Street offers a range of treatments to help you achieve soft, smooth skin.

Early detection and annual breast check-ups help diagnose breast cancer early!

108 HARLEY STREET

Early detection and annual breast check-ups are crucial for the early diagnosis of breast cancer. 108 Harley Street offers a range of breast health services.

Knee pain suffers unite in new group

108 HARLEY STREET

Knee pain can be a real challenge, but you don't have to face it alone. 108 Harley Street offers a range of services for people with knee pain.

The Slender way to help you lose weight

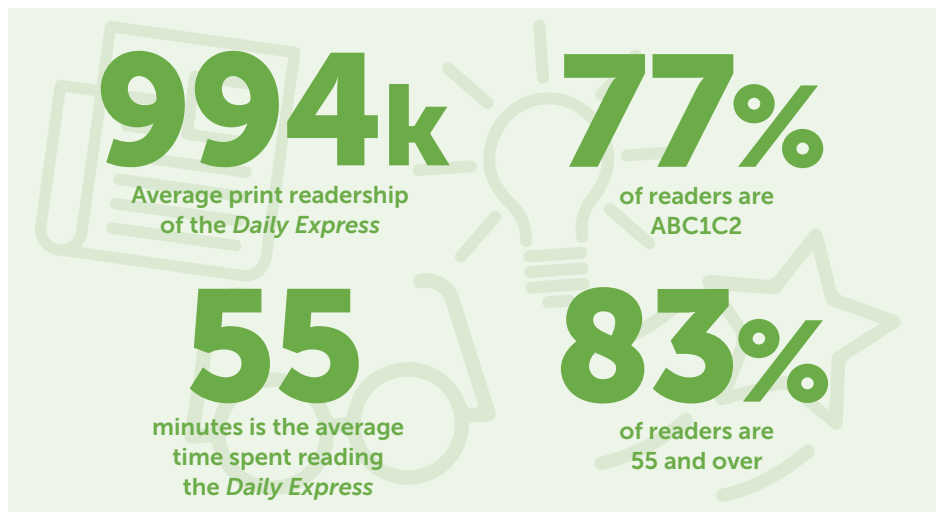
108 HARLEY STREET

Weight loss can be a challenge, but you don't have to face it alone. 108 Harley Street offers a range of services to help you lose weight.

Two night spa break for two people

WORTH 2500!

Relax and unwind with a two-night spa break for two people. Worth 2500!



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1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 267 x 67 mm
Portrait: 131.5 x 137.7 mm

Headline	Written in-house
Main body copy	200-250 words
Contact	Website, phone number
Images	1-2 high resolution images*

EIGHTH PAGE

Landscape: 131.5 x 63 mm
Portrait: 63.9 x 137.7 mm

Headline	Written in-house
Main body copy	70-100 words
Contact	Website, phone number
Images	1 high resolution image*

THIRD PAGE

Landscape: 267 x 90.4 mm
Portrait: 131.5 x 185 mm

Headline	Written in-house
Main body copy	200-300 words
Contact	Website, phone number
Images	1-3 high resolution images*

SIXTH PAGE

Landscape: 131.5 x 90.4 mm
Portrait: 63.9 x 185 mm

Headline	Written in-house
Main body copy	120-150 words
Contact	Website, phone number
Images	1 high resolution image*

COMPETITION: 267 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	1-3 high resolution images*
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SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- 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

- 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

* 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.

FILE TRANSFER

Files less than 8mb can be emailed to production@hurstmediacompany.co.uk. For larger files please 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.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media Company will layout your advertorial** within the house style of the publication
- 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.

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