Health and Wellbeing checklist





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

Health & Wellbeing Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in The Sun newspaper.

The Sun is Britain's No.1 selling newspaper in the UK, selling 18 copies a second. As a brand, it reaches over 33 million adults each month. The Sun's readers know that the best things in life aren't free. They are always interested in getting good value - and increasingly so when it comes to their health and wellbeing.

This is their essential guide to help them make positive changes in order to lead a healthier lifestyle. It showcases a selection of high-quality products and services, including specialist food supplements, alternative therapies, and diet and fitness advice to help them get in shape for summer.

Published in the Saturday edition of The Sun, the Health & Wellbeing Checklist is the perfect shop window for brands and organisations to benefit from the biggest newspaper readership in the UK, interested in improving their health and wellbeing.

PARTICULARLY CONSIDERING

- The Sun readers are over 50% more likely to purchase something as a result of seeing an advert in the newspaper.
- Research has shown that £1 in every £7 spent on groceries is spent by a Sun reader
- Sun readers spent over £5bn on 12.5 million holidays and short breaks in the last year



Saturday print readership of The Sun

of regular Sun readers

say they take action after

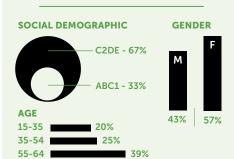
seeing adverts

of Sun readers have a family income over £50k

More under

read The Sun than the 3 main leading competitors combined

DEMOGRAPHICS



16%

DISTRIBUTION

- 1,209,600 Saturday print circulation
- 2,622,000 Saturday print readership
- Distributed UK wide (excluding The Scottish Sun)

RATE CARD

Third page **£12,000**

£9,000 Quarter page

£6,750 Sixth page

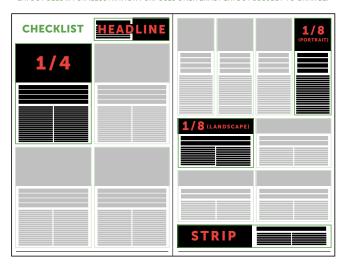
Competition upgrade £1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

65+

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

Portrait: 64 x 136.6 mm 200-250 words

i.e. Discount offer, website, Call to Call to phone, or social links action action Images Images

2 images + logo

70-100 words **Total word** count

Landscape: 132 x 66.25 mm

EIGHTH PAGE

i.e. Discount offer, website, phone, or social links

1 image + logo

STRIP Landscape: 268 x 42.5 mm

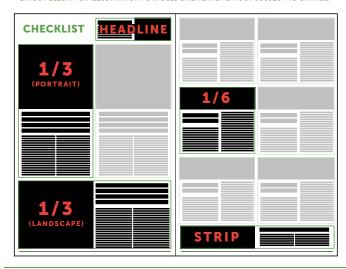
Total word count 120-150 words

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

Total word

Images

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

count i.e. Discount offer, website, Call to phone, or social links action 2-3 images + logo

200-300 words

Total word 120-150 words

Landscape: 132 x 89.7 mm

SIXTH PAGE

count Call to i.e. Discount offer, website, phone, or social links action 1-2 image + logo Images

HEADLINE Landscape: 132 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 vour 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. 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 by 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 θ Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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