

# Health and Wellbeing *checklist*



**PUBLISHED WITH  ON SUNDAYS**

(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 Sunday Mirror*.

*The Sunday Mirror* boasts a mature readership, with some 58% of its readers over the age of 55. The **Health & Wellbeing Checklist** serves as the essential guide to help these health-conscious readers make positive, informed changes to the way they live so as 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 Sunday Mirror*, 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 ones health and wellbeing and are open-minded about improving their lives.

## PARTICULARLY CONSIDERING

- 80% readers are main shoppers
- *The Mirror* boasts a mature readership with an average age of 56
- Some 58% *Sunday Mirror* readers are over the age of 55

### Health and Wellbeing *checklist*

Advertisement

**Making long-term care a positive choice**

Many people who have underlying health conditions... [Visit us at www.queensparkcare.co.uk](#)

**Looking to build your own home gym? Look no further...**

At JLL Fitness, we have a range of gym equipment... [Visit us at www.jllfitness.co.uk](#)

**Why protein should be top of your priority list**

Protein is essential for muscle repair and growth... [Visit us at www.upbeatnutrition.com](#)

**Book at-home massage and more on the Urban app**

Urban offers a range of services including massage... [Visit us at www.urbanapp.co.uk](#)

**Making iron better...**

Iron is essential for energy and health... [Visit us at www.ironenergy.co.uk](#)

**stent inject W - the advanced device for glaucoma therapy**

stent inject W is a new, minimally-invasive... [Visit us at www.stentinject.co.uk](#)

**When blisters strike, carry on with Compeed**

Compeed is the leading brand of blister plasters... [Visit us at www.compeed.co.uk](#)

**High-quality contact lenses at affordable prices delivered straight to your door**

At VisionDirect, we offer high-quality contact lenses... [Visit us at www.visiondirect.co.uk](#)

**Knee pain sufferers unite with Neo G**

Neo G is a revolutionary new knee brace... [Visit us at www.neog.co.uk](#)

# 774k

readership of *Sunday Mirror*

# 70%

of readers are ABC1C2

# 48

minutes on average reading the paper

# 58%

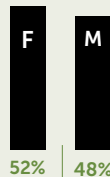
of readers are 55 and over

## DEMOGRAPHICS

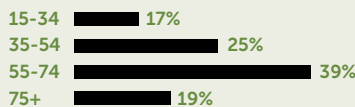
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- *Sunday Mirror* has a circulation of 366,000
- 774,000 is the average readership
- Distributed UK wide

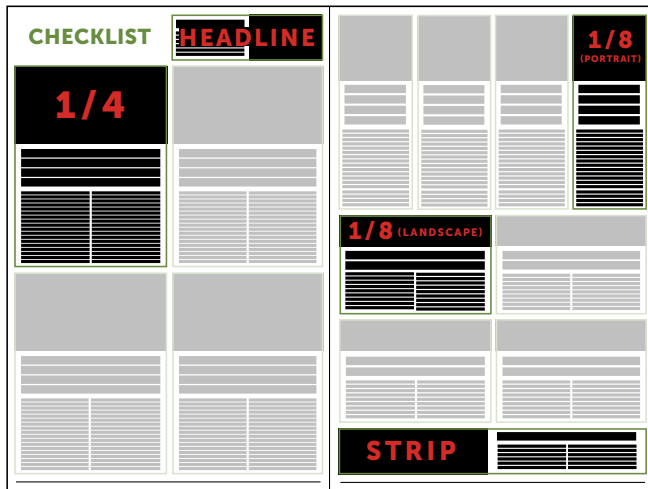
## RATE CARD

Third page	<b>£8,500</b>
Quarter page	<b>£6,750</b>
Sixth page	<b>£5,000</b>
Competition upgrade	<b>£1,000</b>

**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: 131.5 x 137.7 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: 131.5 x 67 mm  
Portrait: 63.9 x 137.7 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: 267 x 42.5 mm

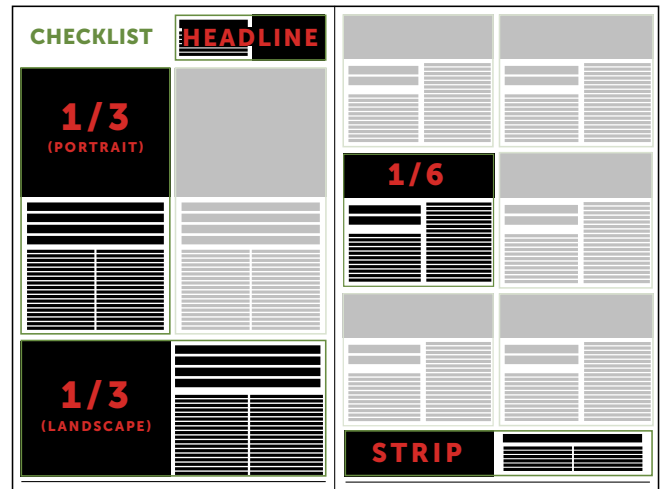
**Total word count** 120-150 words

**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: 267 x 90.4 mm  
Portrait: 131.5 x 185 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: 131.5 x 90.4 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: 131.5 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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

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Company number: 08375910 VAT number: 161866882

Health & Wellbeing Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Mirror*

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