

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)

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

The *Mirror* boasts a mature readership, with around 686,000 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 changes in order to lead a healthier 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 homeware & mobility options.

Published in the Saturday edition of *The Daily Mirror*, The **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a mass mature readership who are concerned about their own and loved ones' health and wellbeing.

PARTICULARLY CONSIDERING

- 1.1 million readers are main shoppers
- 73% are loyal and read 3 out of 4 issues
- The *Mirror* boasts a mature readership with an average age of 58
- 881,000 *Daily Mirror* readers are over the age of 55.

ADVERTISEMENT

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!

PELVIC FLOOR is a muscle that supports the bladder, uterus and bowels. It's important to keep it strong to avoid problems like urinary incontinence or pelvic organ prolapse. The **PELVIC FLOOR** app uses digital technology to help you strengthen your pelvic floor muscles. It's available on the App Store and Google Play.

108 HARLEY STREET

Guaranteed relief for extremely dry, cracked skin

ADAMANTINE NUTRITION is a natural, ethical product that provides relief for extremely dry, cracked skin. It's made from natural ingredients and is suitable for all skin types. It's available on the App Store and Google Play.

108 HARLEY STREET

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

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108 HARLEY STREET

Natural, ethical products for the body

ADAMANTINE NUTRITION is a natural, ethical product that provides relief for extremely dry, cracked skin. It's made from natural ingredients and is suitable for all skin types. It's available on the App Store and Google Play.

108 HARLEY STREET

Vegan - and without compromise on taste

ADAMANTINE NUTRITION is a natural, ethical product that provides relief for extremely dry, cracked skin. It's made from natural ingredients and is suitable for all skin types. It's available on the App Store and Google Play.

108 HARLEY STREET

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

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108 HARLEY STREET

If you find your willpower to be lacking, why not give science a go?

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108 HARLEY STREET

Knee pain suffers unite in new group

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108 HARLEY STREET

The Slender way to help you lose weight

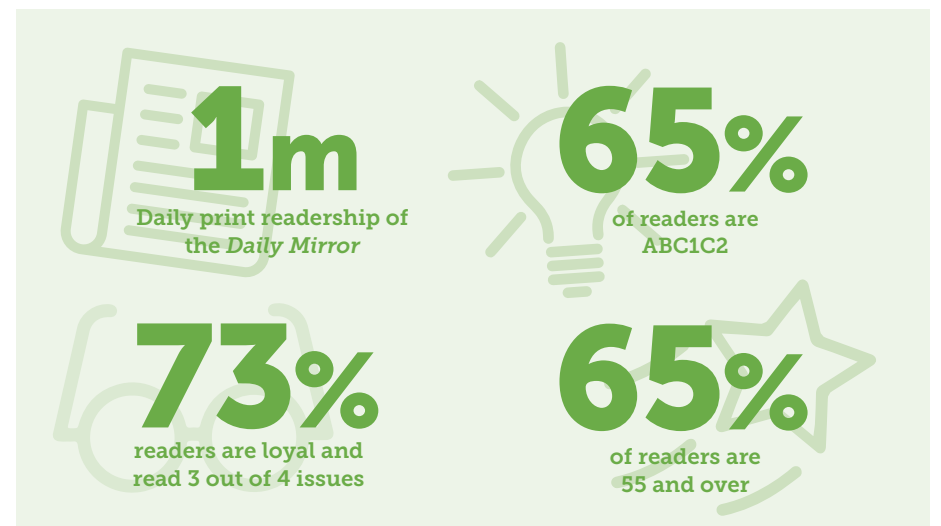
ADAMANTINE NUTRITION is a natural, ethical product that provides relief for extremely dry, cracked skin. It's made from natural ingredients and is suitable for all skin types. It's available on the App Store and Google Play.

108 HARLEY STREET

Two night spa break for two people

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108 HARLEY STREET



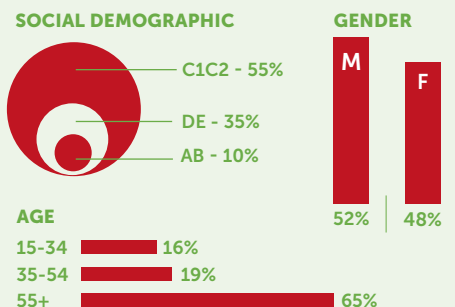
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

- *Daily Mirror* has a circulation of 521,000
- 1,056,000 is the average readership
- Distributed UK wide

DEMOGRAPHICS



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.

CONTACT DETAILS

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