

NEW YEAR'S RESOLUTIONS



Published with **DAILY Mirror** Saturday 5th January 2019

New Year's Resolutions is a full-colour, tabloid sized double page spread of advertorial content published in the *Daily Mirror* on a Saturday.

With more than one in five Brits having made a New Year's Resolution in 2017, which included losing weight and saving money, *New Year's Resolutions*, published with the *Daily Mirror*, will be brimming with tips and inspiration to help readers make positive changes in 2019.

It will showcase a high-quality selection of products and services for a new year and a new you, ranging from health, fitness and nutrition options, beauty and aesthetics solutions and specialist clinics, to financial and legal services, fashion and footwear, food and drink, technology and travel.

Published on the first Saturday of 2019, when readers will be making changes to their lifestyle, *New Year's Resolutions* is the perfect shop window for brands and organisations to benefit from a highly-engaged, well-informed, proactive audience, who are eager to achieve new goals in 2019.

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
- The majority of readers are parents with 286,000 having kids under 18

NEW YEAR'S RESOLUTIONS

Make the rest of your year the best of your year with these health hacks, beauty treatments, getaways and fashion inspirations.

Take a well-deserved break at this wellness clinic

At this wellness clinic, you can enjoy a range of treatments to help you relax and rejuvenate. From massages to facials, there's something for everyone. Book your session today.

Swap unhealthy snacks for delicious smoothies

Looking for a healthy snack? Try our delicious smoothies. They're easy to make and full of vitamins. Get the recipe here.

Healthy diet plan to help you shed that Christmas weight

Struggling to lose weight? Our diet plan is designed to help you shed those extra pounds. It's simple and effective. Start today.

New year, new me! The woolly coat that turns heads

Looking for a new coat? Our woolly coat is the perfect choice. It's stylish and warm. Get it now.

Take your skin a detox with this all-natural facial range

Give your skin a detox with our all-natural facial range. It's gentle and effective. Book your treatment today.

Turning your life around? This app could help

Looking for a way to turn your life around? Our app is the perfect solution. It's easy to use and full of helpful tips. Download it now.

Kick off your year with these deluxe trainers

Start your new year with a pair of deluxe trainers. They're comfortable and stylish. Get them here.

Treat yourself to a spa weekend with a twist

Give yourself a special treat with a spa weekend. It's relaxing and rejuvenating. Book your weekend today.

Non-invasive surgery to help you feel your best

Looking for a way to feel your best? Our non-invasive surgery is the perfect solution. It's safe and effective. Book your procedure today.

We've teamed up with Mindful Chef to offer one lucky reader the chance to win a month of free healthy recipe boxes

Win a month of free healthy recipe boxes from Mindful Chef. It's a fantastic prize. Enter now.

73%
readers are loyal and read
3 out of 4 issues

65%
of readers
are ABC1C2

1.4m
Daily print
readership of
Daily Mirror

RATE CARD

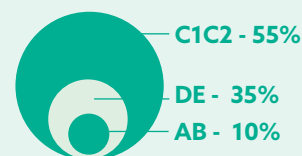
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

- Daily Mirror has a circulation of 571,000
- 1.437,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

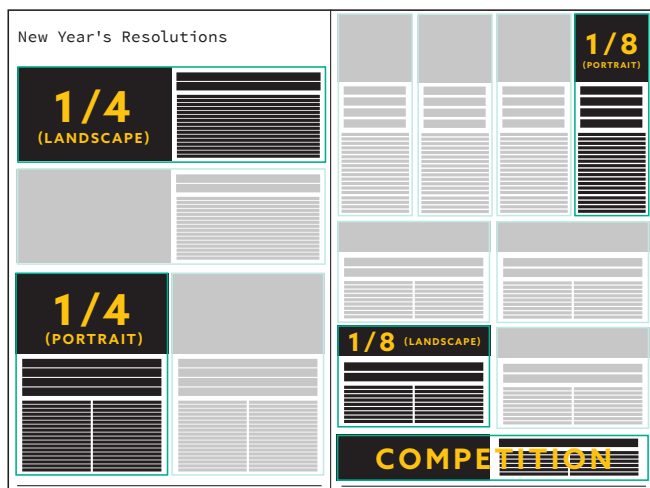


GENDER



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape - 269x66mm
Portrait - 133x136mm

EIGHTH PAGE

Landscape - 133x66mm
Portrait - 64x136mm

Headline	Written in house	Headline	Written in house
Main body copy	160 - 250 words supplied in a word document	Main body copy	60 - 90 words supplied in a word document
Contact	Website, Phone number	Contact	Website, Phone number
Images	1 - 2 high resolution images*	Images	1 high resolution image*

SUPPLYING CONTENT

NAMING FILES

Content should be supplied clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg.DM_NYR0119_YOURCLIENTNAME.pdf

IMAGE SPECIFICATIONS*

- All images are high resolution (at least 300dpi) & CMYK colour.
- CMYK JPEGS
- We can not use images from a client website as these are too low resolution to print

We cannot guarantee the quality of the final print for images supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format.

FILE TRANSFER

Files less than 8Mb can be emailed directly to:
production@hurstmediacompany.co.uk

For larger files please call the Production Department on:
+44 (0) 20 478 6016

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

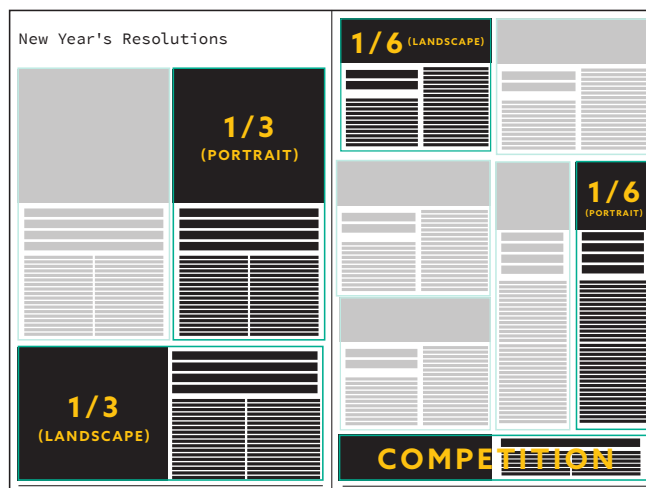
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape - 269x89mm
Portrait - 133x182mm

SIXTH PAGE

Landscape - 133x90mm
Portrait - 64x182mm

Headline	Written in house	Headline	Written in house
Main body copy	200 - 300 words supplied in a word document	Main body copy	120 - 150 words supplied in a word document
Contact	Website, Phone number	Contact	Website, Phone number
Images	1 - 3 high resolution images*	Images	1 high resolution image*

COMPETITION 263x42mm

Headline	Written in house	Contact	Website, Phone number
Prize	Prize and value	Images	1 - 3 high resolution images*
Main body copy	50 - 70 words		

SUPPLYING CONTENT

DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout/design your advertorial slot within the house style of the publication. Layouts may vary depending on images and/or text supplied.

Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- 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 provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Please note that all bookings are made subject to our terms and conditions of advertising, which are available by [clicking here](#).

* Image use subject to editorial discretion and may vary depending quality, size and layout.

Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

