

Retirement & Health checklist



PUBLISHED WITH **THE Sun** ON SATURDAYS

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

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

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 Retirement & Health Checklist will therefore serve as the essential guide for readers, to ensure they make the most of either their own or older family members' time and money when they stop working, as well as providing advice for how they can best care for their wellbeing while in retirement. It showcases a high-quality selection of products and services, in these areas ranging from leisure, health supplements, disability aids, financial and legal advice, retirement properties, as well as pensions and homecare options.

Published in the Saturday edition of *The Sun*, the Retirement & Health Checklist is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about retirement options, as well as planning ahead for illness or injuries that affect senior people.

PARTICULARLY CONSIDERING

- 404,000 *The Sun* readers have a family income over £50K
- *The Sun* readers are over 50% more likely to purchase something as a result of seeing an advert in the newspaper
- *The Sun* readers went on 8.2 million trips around the UK last year

ADVERTISEMENT

Retirement & Health checklist

Renew your body! Regenoze...
Treat your swallowing and reflux problems IQoro...
Get the spring back into your step Instep...
In need of surgery? Why wait?...
The 21st century aid to an age-old problem...
Knee pain sufferers unite with Neo G...
Are you one of 58% of people yet to make a Will?...
Put a lid on using messy drops for your dry eye conditions with the revolutionary EyeBag...
Living the retirement you've longed for...
Take control of your pension savings with an online plan...
Reliable equity. Realistic potential. See how easy it is to combine your equity with a monthly equity release or call 0330 142 2255.

3.2m

Saturday print readership of *The Sun*

No1

selling newspaper in the UK, selling 18 copies a second

36%

of regular *Sun* readers say they take action after seeing adverts

404k

of *Sun* readers have a family income over £50k

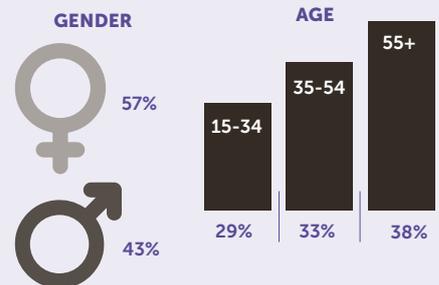
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,750
Eighth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

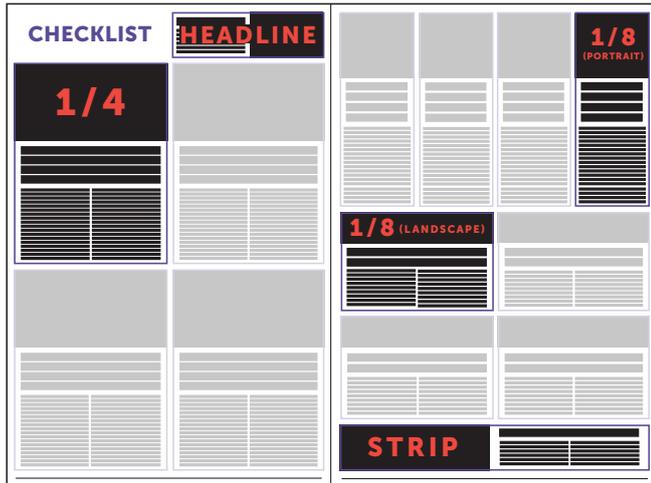
- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

DEMOGRAPHICS



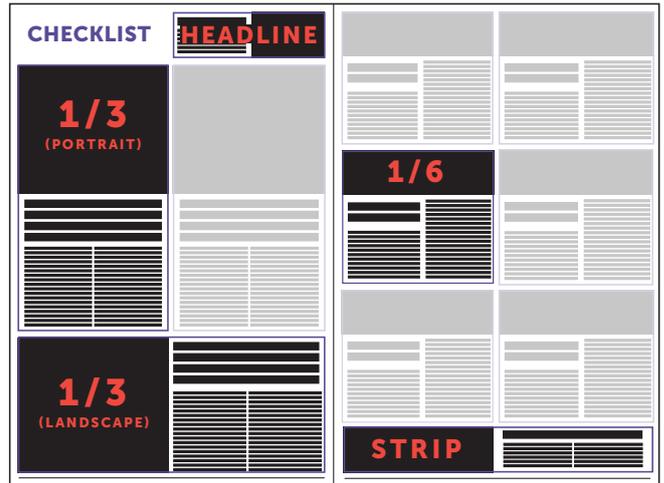
1/4 , 1/8 FEATURE REQUIREMENTS

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

Portrait: 132 x 136.6 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: 132 x 66.25 mm
Portrait: 64 x 136.6 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: 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

THIRD PAGE

Landscape: 268 x 89.7 mm
Portrait: 183.6 x 132 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: 132 x 89.7 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: 134 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 Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

FILE TRANSFER

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

CONTACT DETAILS

Hurst Media Company, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

Retirement & Health 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 & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4020
production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner