

Retirement Planning

checklist



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

Retirement Planning Checklist is a full-colour tabloid sized double-page spread of advertorial content published in the Saturday edition of the *Daily Express*.

The *Daily Express* readership boasts a mature audience, with 83% of its readers over the age of 55. Therefore, Retirement Planning Checklist will serve as the essential guide for these affluent readers, to ensure they make the most of their time and money when they decide to stop working, as well providing advice for how they can best care for their parents in retirement.

It showcases a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published in the Saturday edition of the *Daily Express*, Retirement Planning Checklist is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

PARTICULARLY CONSIDERING

- Readers of the *Daily Express* spend on average 55 minutes reading the paper
- 70% of *Daily Express* readers also read on a Saturday
- 495,000 readers of the *Daily Express* are aged over 55

Retirement Planning checklist

Plan for your retirement or find out more about how you can look after your parents with our round-up of the best pension advice, homecare options, funeral services and legal help

Helping you get ready for your retirement

PENSION LITERACY can help you understand your pension options and how to make the most of them. They offer a free pension health check and a range of courses to help you get up to speed on pension matters. **0800 111 1111**

Give your life a lift with an Acorn stairlift

ANYONE who wants to stay in their home for as long as possible should consider an Acorn stairlift. They offer a free assessment and a range of stairlifts to suit your needs. **0800 111 1111**

Choose from country, town or coastal living

INSPIRED BY the *Daily Express* Retirement Planning Checklist, we've created a range of retirement properties to suit your needs. **0800 111 1111**

Shaking up the investment market to help fund your retirement

THE *Daily Express* Retirement Planning Checklist has a range of investment options to help you fund your retirement. **0800 111 1111**

Cruise silently into retirement

THE *Daily Express* Retirement Planning Checklist has a range of cruise options to help you enjoy your retirement. **0800 111 1111**

Stay in your home and get live-in care

PROMEDIA24 can help you find the best live-in care for your needs. **0800 111 1111**

A gift in your will can make a difference

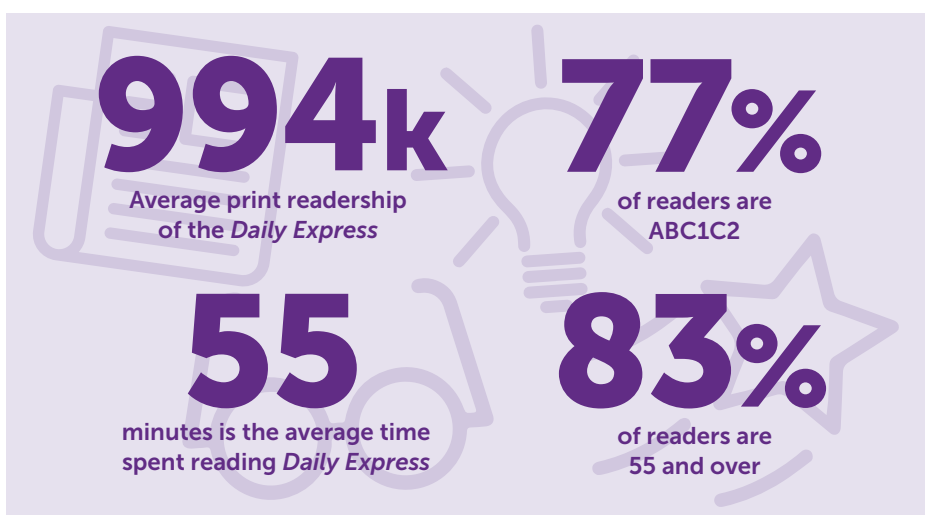
SSAFA can help you make a difference in the lives of others. **0800 111 1111**

Are your symptoms just down to your age?

HEART VALVE can help you with your heart health. **0800 111 1111**

Why renting in retirement is rising in popularity...

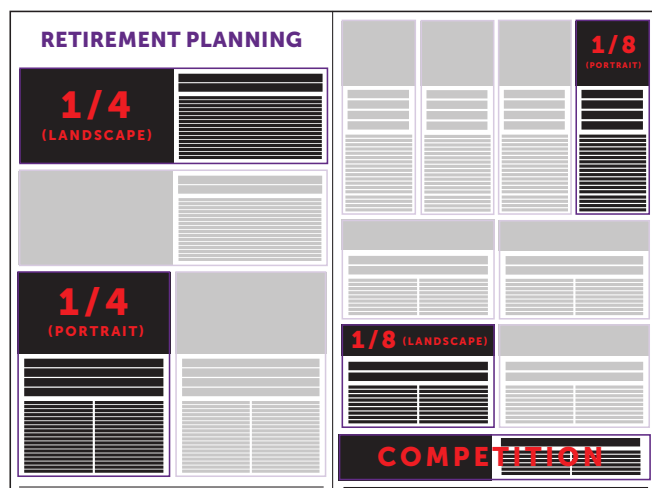
STATIONERY can help you with your stationery needs. **0800 111 1111**



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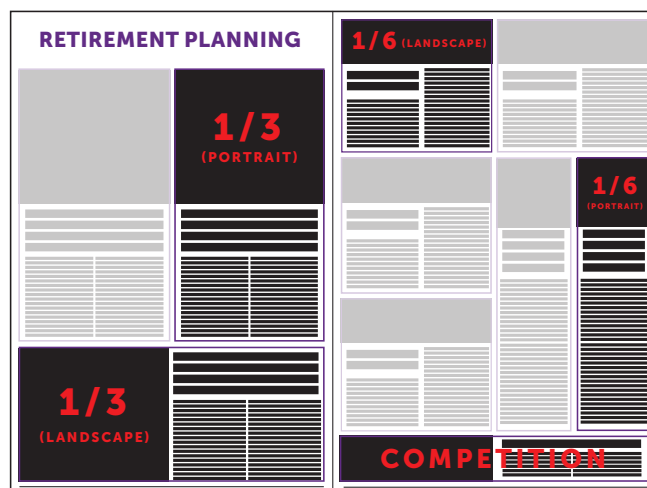
1/4 , 1/8 FEATURE REQUIREMENTS

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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