

# 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 *Daily Mirror*.

*The Mirror* boasts a mature readership, with 686,400 of its readers over the age of 55.

**Retirement Planning Checklist** will therefore serve as the essential guide for these readers, to ensure they make the most of their time and money when they stop working, as well as 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 Mirror*, **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

- 827k readers are main shoppers
- *The Mirror* boasts a mature readership with an average age of 58
- 686,400 *Daily Mirror* readers are over the age of 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 LITERATURE** offers a range of pension literature to help you understand your pension options and make the most of your pension. Visit [www.pensionlitterature.co.uk](http://www.pensionlitterature.co.uk) for more information.

#### Give your life a lift with an Acorn stairlift

Acorn Stairlifts offers a range of stairlifts to help you get up and down stairs safely and comfortably. Visit [www.acornstairlifts.co.uk](http://www.acornstairlifts.co.uk) for more information.

#### Shaking up the investment market to help fund your retirement

Investment services offer a range of investment options to help you fund your retirement. Visit [www.investment.co.uk](http://www.investment.co.uk) for more information.

#### Choose from country, town or coastal living

Inspired Villages offers a range of retirement properties to choose from. Visit [www.inspiredvillages.co.uk](http://www.inspiredvillages.co.uk) for more information.

#### Cruise silently into retirement

Greenline offers a range of cruise packages to help you enjoy your retirement. Visit [www.greenline.co.uk](http://www.greenline.co.uk) for more information.

#### Are your symptoms just down to your age?

Heart Valve offers a range of heart valve replacement services. Visit [www.heartvalve.co.uk](http://www.heartvalve.co.uk) for more information.

#### Why renting in retirement is rising in popularity...

Girlings offers a range of retirement properties to choose from. Visit [www.girlings.co.uk](http://www.girlings.co.uk) for more information.

#### A gift in your will can make a difference

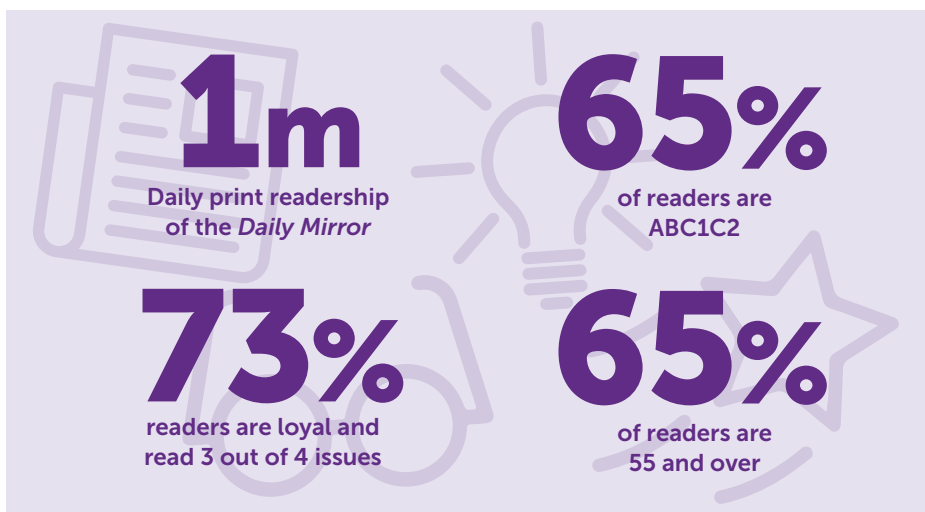
ssafa The Armed Forces charity offers a range of services to help you make a difference. Visit [www.ssafa.co.uk](http://www.ssafa.co.uk) for more information.

#### Stay in your home and get live-in care

ProMedic24 offers a range of live-in care services. Visit [www.promedic24.co.uk](http://www.promedic24.co.uk) for more information.

#### As stay at Stoke Park is a stunning site with dinner included! Worth £1,100

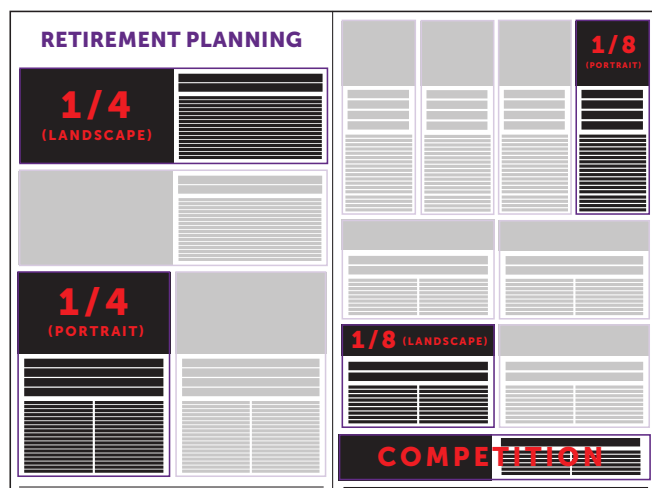
Stoke Park offers a range of stay-at-home packages. Visit [www.stokepark.co.uk](http://www.stokepark.co.uk) for more information.



RATE CARD	DISTRIBUTION	DEMOGRAPHICS
<p>Third page <b>£6,000</b></p> <p>Quarter page <b>£4,500</b></p> <p>Sixth page <b>£3,250</b></p> <p>Competition Partnership (Advertorial or Advert) <b>P.O.A.</b></p>	<ul style="list-style-type: none"> <li>• <i>Daily Mirror</i> has a circulation of 521,000</li> <li>• 1,056,000 is the average readership</li> <li>• Distributed UK wide</li> </ul>	<p><b>SOCIAL DEMOGRAPHIC</b></p> <p>C1C2 - 55%</p> <p>DE - 35%</p> <p>AB - 10%</p> <p><b>AGE</b></p> <p>15-34 16%</p> <p>35-54 19%</p> <p>55+ 65%</p> <p><b>GENDER</b></p> <p>M 52%</p> <p>F 48%</p>

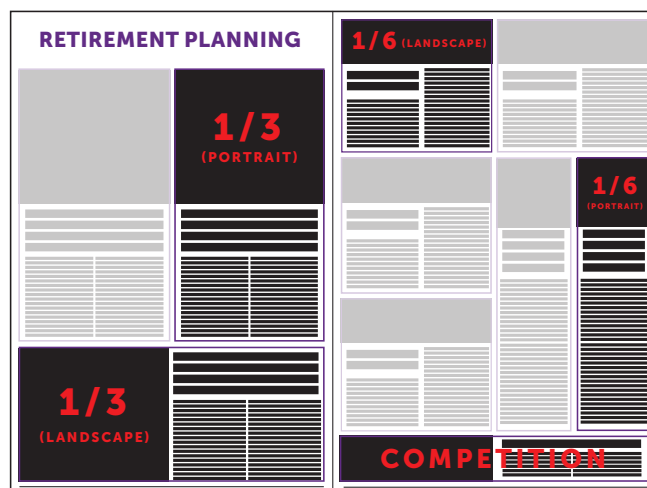
## 1/4 , 1/8 FEATURE REQUIREMENTS

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

<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-250 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 high resolution images*

### EIGHTH PAGE

Landscape: 131.5 x 63 mm  
Portrait: 63.9 x 137.7 mm

<b>Headline</b>	Written in-house
<b>Main body copy</b>	70-100 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1 high resolution image*

### THIRD PAGE

Landscape: 267 x 90.4 mm  
Portrait: 131.5 x 185 mm

<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1-3 high resolution images*

### SIXTH PAGE

Landscape: 131.5 x 90.4 mm  
Portrait: 63.9 x 185 mm

<b>Headline</b>	Written in-house
<b>Main body copy</b>	120-150 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1 high resolution image*

### COMPETITION: 267 x 42.5 mm

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

## 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](mailto:production@hurstmediacompany.co.uk). For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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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