

Travel

checklist 



PUBLISHED WITH  ON SATURDAYS

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

The **Travel 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 Sun* readers went on 8.2 million trips around the UK in the last year. They are always interested in getting value for their money – and particularly so when it comes to holidays.

The **Travel Checklist** serves as an essential guide for readers looking for new and exciting ways to spend their money. It showcases a high-quality selection of products and services to benefit the whole family, ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.

Published on a Saturday, the **Travel Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family days out, travel and attractions.

PARTICULARLY CONSIDERING

- 54% of *Sun* readers say they enjoy planning holidays
- £4.4 billion was spent on holidays by *Sun* readers over 12 months
- Some 404,000 *Sun* readers have a family income over £50k
- More under 35s read *The Sun* than the three main leading competitors combined

Travel checklist

Whether you're like to travel for the sheer sake of it, or simply to get up to London with the family, these destination lists are sure to be up to the mark.

Enjoy London life - stay at Strand Palace!

STAND PALACE COMBINES THE BEST OF BOTH WORLDS - THE HISTORY OF LONDON, THE BEST OF MODERN LONDON AND THE BEST OF THE STRAND PALACE. THE STRAND PALACE IS A HISTORIC BUILDING THAT HAS BEEN REBUILT TO BRING YOU THE BEST OF BOTH WORLDS. THE STRAND PALACE IS A HISTORIC BUILDING THAT HAS BEEN REBUILT TO BRING YOU THE BEST OF BOTH WORLDS.

Heathrow Express: the fastest way to Heathrow

Heathrow Express is the fastest way to Heathrow from central London. It's a direct service that takes you from Paddington Station to Heathrow Terminal 5 in just 15 minutes.

Have a Dreamland family day down in Margate

Experience the thrill of a roller coaster at Dreamland Margate. With over 10 rides, a water park, and a cinema, it's the perfect family day out.

Great value breaks in Torquay

Enjoy a relaxing holiday in Torquay with a great value break. Choose from a variety of accommodation options, including hotels, cottages, and holiday homes.

With 50 UK destinations to choose from, a British break is just the thing for the family

Discover the best of the UK with a British break. From the coast to the mountains, there's something for everyone.

Build your confidence among the tree tops!

Challenge yourself and your family at a tree top walk. It's a fun and exciting way to enjoy the outdoors.

Jamaica: the jewel of the Caribbean

Experience the beauty of Jamaica with a holiday in the sun. From the beaches to the mountains, it's a paradise on earth.

STRAND PALACE

Book now at strandpalace.co.uk and to watch the video we have the cost of your stay.

HEATHROW EXPRESS

Book now at heathrowexpress.com for booking and for more information.

DREAMLAND

Book now at dreamland.co.uk or call 01422 208821.

MARIOTT BONVOY

Discover your UK with Marriott Bonvoy. Book now at marriott.com or call 0203 1027 1027 to book or for more details.

GO APE

Book now at goape.co.uk or call 0203 3007 1410 for more information.

JAMAICA

Book now at jamaica.com or call 0203 3007 1410 for more information.

2.6m

Saturday print readership of *The Sun*

404k

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

36%

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

35s

More under 35s read *The Sun* than the 3 main leading competitors combined

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

C2DE - 67%

ABC1 - 33%

AGE

15-35	20%
35-54	25%
55-64	39%
65+	16%

GENDER

M: 43% | F: 57%

DISTRIBUTION

- 1,209,600 Saturday print circulation
- 2,622,000 Saturday print readership
- Distributed UK wide

RATE CARD

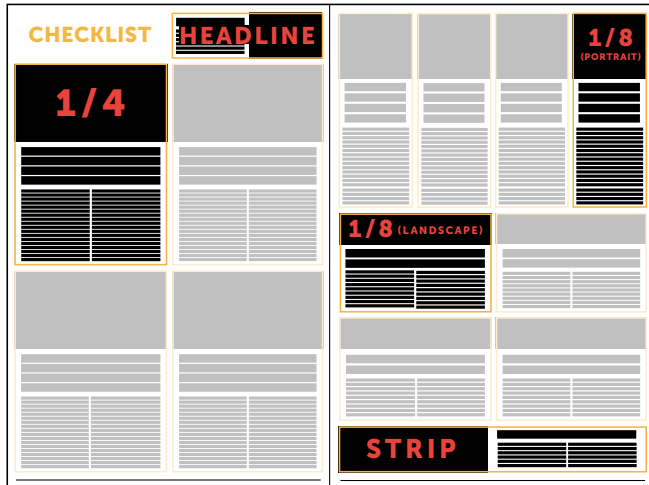
Third page	£12,000
Quarter page	£9,000
Sixth page	£6,750
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

Sources: PAMCo 3 2020, NewsUK Aug19, Last updated Sept20.

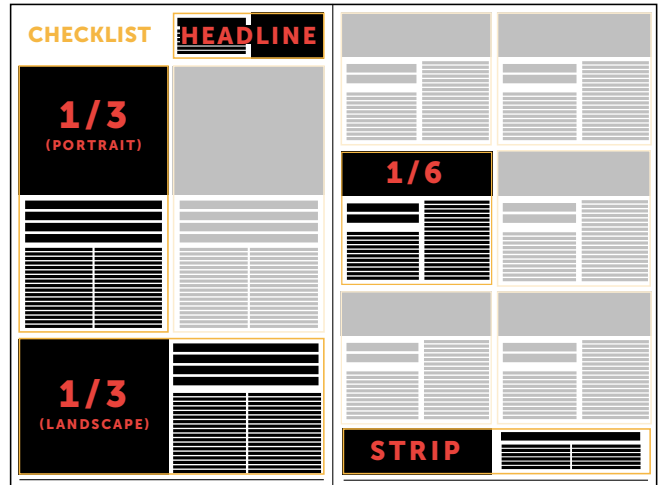
1/4 , 1/8 FEATURE REQUIREMENTS

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 reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

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 the free file sharing service [wetransfer.com](https://www.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 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.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

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Travel Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Sun*

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