

Family 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 **Family Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of the *Daily Mail*.

Daily Mail readers have an average of £47,902 in savings and investments. This wealthy readership believes it is worth paying extra for quality products and services for their family. **Family Checklist** serves as an essential guide for parents, with a readership of 48% men and 52% women, looking to make the best choices for their children and grandchildren.

The **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink, fashion, new mum advice, plus health, entertainment, education and family finance options while we are spending more of our time with our family indoors.

The **Family Checklist** serves as an essential guide for parents, packed with inspiration for how to give children the best start in life. Published when families are focusing on future plans for their children, **Family Checklist** is a perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

PARTICULARLY CONSIDERING

- An adventurous 19% of *Daily Mail* readers have visited a long haul travel destination in the last 12 months
- *Daily Mail* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- *Daily Mail* readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average
- 83% of *Daily Mail* readers are homeowners, so spending quality time indoors is important.

Discover Earth's nearest neighbours

Take care of your family, whether that's to help, toddlers or teenagers, with an selection of essential items, including books and educational resources

CELESTRON

Get £200 per October advertisement. LT 19 AZ. No restriction using the code CHECKLIST19 at celestron.co.uk

The perfect meal starts with perfect cookware

Discover a range of essential kitchenware, including cookware, bakeware and small appliances, all designed to make your life in the kitchen easier and more enjoyable. From essential basics to luxury indulgences, there's something for everyone.

CIRCULON

Buy your Circulon essential and get 10% off your order using the code CHECKLIST19 when you order at circulon.co.uk

A crafty way to inspire your children's creative minds

Discover a range of essential toys, including board games, puzzles and educational toys, all designed to inspire your children's creative minds and help them learn in a fun and engaging way.

décapatch kit

For more information on this exciting kit, visit www.decapatch.com

Could the air inside your home be more polluted than outdoors?

Discover a range of essential home care products, including air purifiers, humidifiers and essential oils, all designed to help you create a healthier and more comfortable home environment.

Parental

Score a PS4 bundle with FIFA 20 for just £199

Discover a range of essential gaming products, including consoles, games and accessories, all designed to help you and your family enjoy the best gaming experience.

Readdy

See the deal today! Get a PlayStation 4 500GB in black with a hard copy of FIFA 20 for just £199 from £249. Save £50 by shopping at readdy.com

The purveyors of pop culture have something for everyone

Discover a range of essential entertainment products, including books, movies, music and more, all designed to help you and your family enjoy the best entertainment experience.

Funko

To shop, head over to funko.com

A baby-to-toddler trike that grows with your child from 6-36 months

Discover a range of essential baby and toddler products, including strollers, cribs and more, all designed to help you and your family enjoy the best baby and toddler experience.

smartrike

My first trike! Get your baby with its first trike that will grow with your child from 6 months to 36 months. Visit www.smartrike.com

Perfect chocolatey broche treats for everyone

Discover a range of essential food and drink products, including chocolates, cakes and more, all designed to help you and your family enjoy the best food and drink experience.

Beano

See the deal today! Get a PlayStation 4 500GB in black with a hard copy of FIFA 20 for just £199 from £249. Save £50 by shopping at readdy.com

Trust Beano to make reading fun!

Discover a range of essential children's products, including books, toys and more, all designed to help you and your family enjoy the best children's experience.

BEANO

Call 0800 218484 or visit www.beano.com

3m

Average print readership of *Daily Mail*

62%

are ABC1

79%

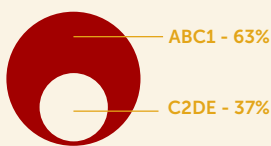
choose to only read a weekend newspaper

53

minutes is the average time spent reading

DEMOGRAPHICS

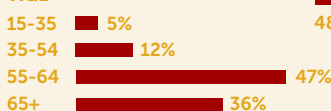
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 1,134,184 average circulation
- 3,021,000 average print readership
- Distributed UK wide

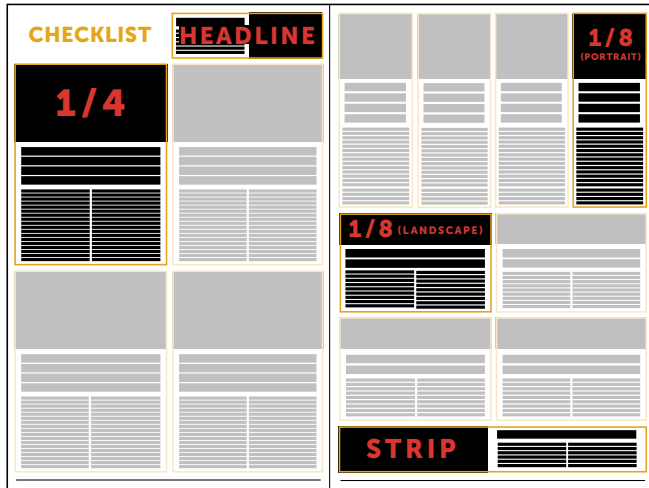
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
Competition upgrade	£1,000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

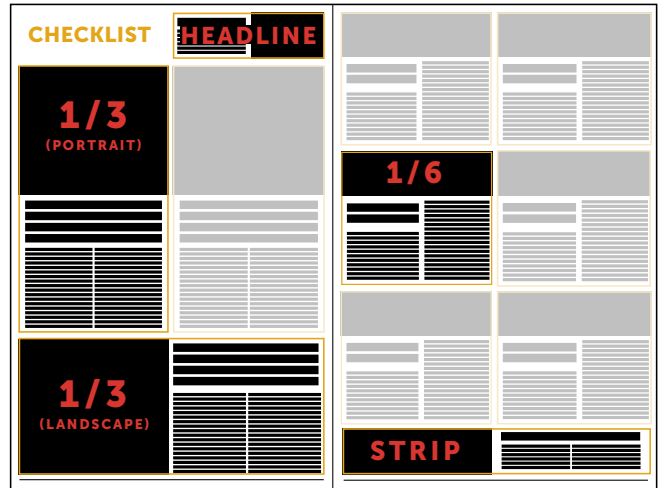
1/4 , 1/8 FEATURE REQUIREMENTS

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: 134.5 x 147.7 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: 134.5 x 71.7 mm
Portrait: 65.25 x 147.7 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: 273 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: 273 x 97 mm
Portrait: 134.5 x 198.7 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: 134.5 x 97 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: 134.5 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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Company number: 08357910 VAT number: 161866882

Family Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Daily Mail*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

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