

Food & Drink checklist



PUBLISHED WITH Daily Mail ON SATURDAYS

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

The **Food & Drink 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 culinary products and services. Which is why **Food & Drink Checklist** is the perfect shop window for brands and organisations to benefit from an affluent audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas.

The **Food & Drink Checklist** showcases a high-quality selection of products and services to benefit the food-savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and seasonal dining options.

The **Food & Drink Checklist** serves as an essential guide for foodies open to trying their hand at alternative culinary trends and cuisines from around the world, as well as for readers to transform the way they eat in and dine out.

PARTICULARLY CONSIDERING

- *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
- 74% of readers live in the affluent south of England.

Food & Drink checklist

Get inspired and transform your eating habits with new selections of the finest gourmet goods, health foods, tantalising recipes and food services on offer

Enjoy a little of what you fancy with Pink 'n' Whites!

Perfect for the whole family, the Pink 'n' Whites are a range of delicious, healthy and delicious treats that are perfect for any occasion. They are made with the finest ingredients and are available in a variety of flavours. Visit pinknwhites.com

Reduce food waste in the kitchen with perfectly pre-portioned meal kits

With a growing concern about the environmental impact of food waste, many households are looking for ways to reduce their food waste. Meal kits are a perfect solution, as they provide you with all the ingredients and instructions you need to cook a delicious meal, without the need for pre-portioned ingredients. Visit mealkits.com

Preserving tradition – premium produce since 1885

Since 1885, the name of the brand has been synonymous with quality. The brand's commitment to quality is evident in every product, from the finest ingredients to the most delicious recipes. Visit preservingtradition.com

Try American-style SKIPPY® peanut butter

SKIPPY® Peanut Butter is a delicious, creamy spread that is perfect for any occasion. It is made with the finest ingredients and is available in a variety of flavours. Visit skippy.com

Enjoy a little of what you fancy with Pink 'n' Whites!

Perfect for the whole family, the Pink 'n' Whites are a range of delicious, healthy and delicious treats that are perfect for any occasion. They are made with the finest ingredients and are available in a variety of flavours. Visit pinknwhites.com

The perfect meal starts with perfect cookware

Investment in the right cookware can make a huge difference to the quality of your cooking. The perfect cookware is one that is durable, easy to use, and that can help you to cook the perfect meal. Visit perfectcookware.com

Brewing the UK's favourite beers sustainably

The UK's favourite beers are those that are brewed sustainably. Sustainable brewing is a process that takes into account the environmental impact of every stage of the brewing process, from the sourcing of ingredients to the distribution of the final product. Visit sustainablebrewing.com

Follow Redcliffe Brewing Group's #BrewingWithPurpose to learn more about how they champion the planet, local communities, and their people.

Redcliffe Brewing Group is a company that is committed to sustainable brewing. They are a company that is committed to the planet, to local communities, and to their people. Visit redcliffebrewing.com

All the Spritz, none of the alcohol

There are many reasons why you might want to avoid alcohol. Whether it's because you're pregnant, you're on medication, or you simply don't like the taste, there are many alternatives available. Visit allthespritz.com

Nutritious grains and tasty superfoods

Grains and superfoods are two of the most nutritious foods available. They are both packed with vitamins, minerals, and antioxidants, and they are both easy to incorporate into your diet. Visit nutritiousgrains.com

Wilfred's

Wilfred's is a company that is committed to quality. They are a company that is committed to the planet, to local communities, and to their people. Visit wilfreds.com

Sweet Baby Ray's – the sauce is the boss!

Sweet Baby Ray's is a company that is committed to quality. They are a company that is committed to the planet, to local communities, and to their people. Visit sweetbabyrays.com

Coppola ready-made soups, tomato sauces and organic ketchup with no added sugar

Coppola is a company that is committed to quality. They are a company that is committed to the planet, to local communities, and to their people. Visit coppola.com

2.3m

Average print readership of *Daily Mail*

63%

are ABC1

79%

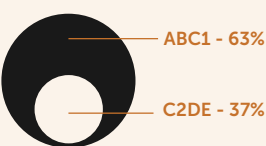
choose to only read a weekend newspaper

53

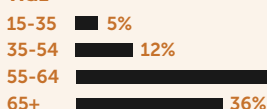
minutes is the average time spent reading

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 1,600,000 average circulation
- 2,300,000 average print readership
- Distributed UK wide

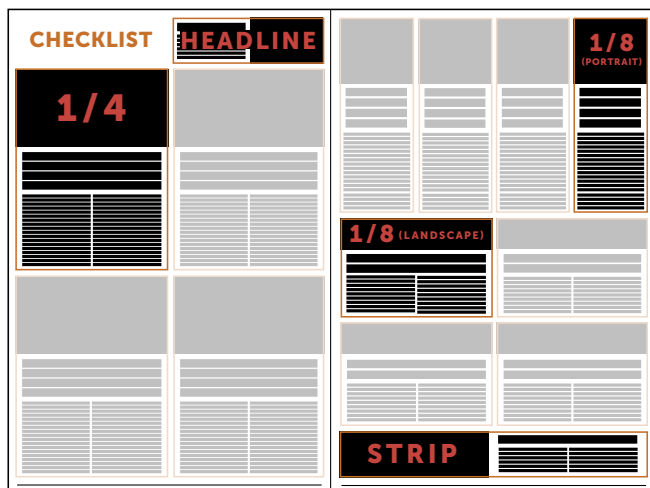
RATE CARD

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.



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

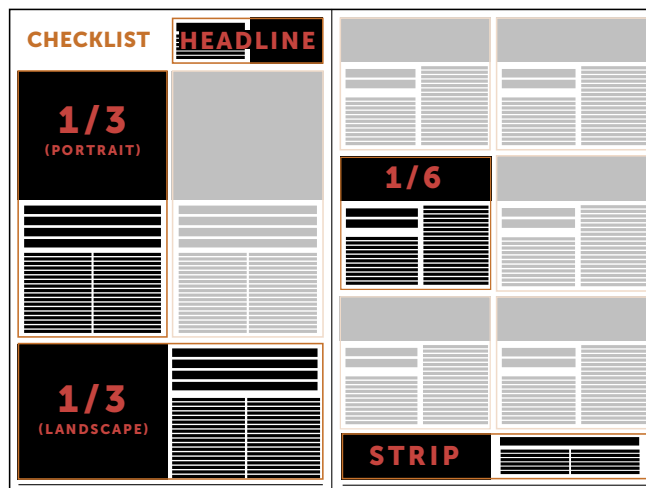
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



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

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