

Daily Mail

Handpicked HOLIDAYS FROM JUST **£15** per person

WE'RE OUT! **FREE BREXIT TEATOWEL** **FREE**

Another ancient historic royal wedding edition **MARGARET & SNOWDON**

Daily Mail

Meghan's dad 'wants to come back but heart op might stop him'

First virus cases in Britain • Chinese tourists left ill at work hotel • How nationwide hunt is on to find out...

HOW MANY MORE UK VICTIMS OF VIRUS?

BREXIT BRITAIN'S BOOMING!

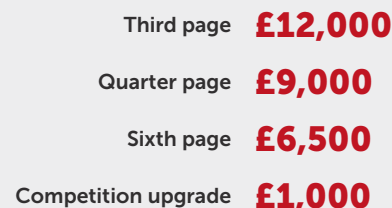
Remain doom-enoughers talk down our economy, just a record number of Britons are now in work and more foreigners have jobs than before the referendum

SAFELY PREVENTING CORONAVIRUS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT. IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN THE SOUTH DISTRIBUTION PRINTED EDITIONS)

[illegible]

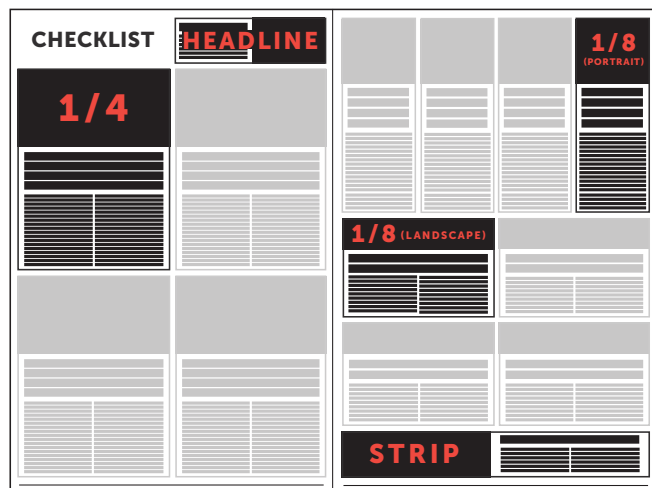
DISTRIBUTION



All facts and figures from MailMetroMedia

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

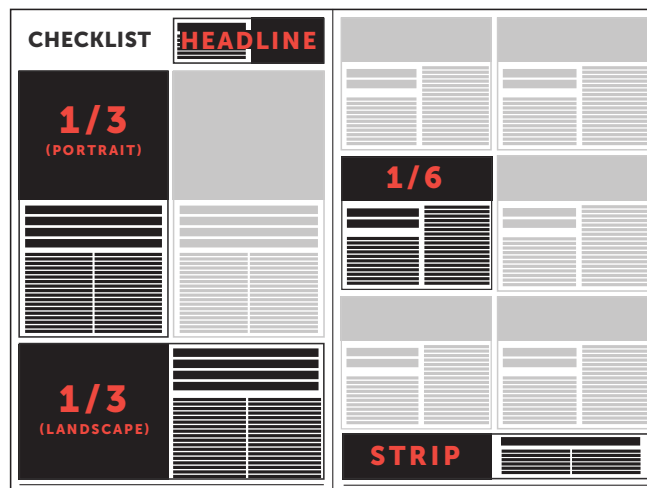
| | |
|-------------------------|--|
| Total word count | 70-100 words |
| Call to action | i.e. Discount offer, website, phone, or social links |
| Images | 1 image + logo |

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 (which includes third person).
- 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

Motoring 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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