

UK Travel, Days Out & Attractions checklist



PUBLISHED WITH **THE Sun** ON SATURDAYS

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

The UK Travel, Days Out & Attractions Checklist is a full-colour, tabloid sized single-page of advertorial content published in the Saturday edition of *The Sun*.

The Sun is Britain's number one selling newspaper, 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 - particularly so when it comes to holidays.

The UK Travel, Days Out & Attractions Checklist showcases a high-quality selection of products and services to benefit everyone, ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.

Published at the start of the school summer holidays, a time when families are looking for activities to keep the children entertained, the UK Travel, Days Out & Attractions 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 of over £50k.

3.2m

Saturday print readership of *The Sun*

36%

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

404k

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

35s

read *The Sun* than the 3 main leading competitors combined

DEMOGRAPHICS

GENDER

57% Female, 43% Male

AGE

15-34: 29%, 35-54: 33%, 55+: 38%

DISTRIBUTION

- 1,513,000 Saturday print circulation
- 3,243,000 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

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There's no need to travel far-flung lands for a great day out - here's a bunch of great ideas to keep the family entertained in the UK this summer

Step back in time at Haver Castle

EXPERIENCE CENTURES OF HISTORY AT THE historic double moated castle that was once the childhood home of Anne Boleyn. Discover magnificent award-winning gardens set in 125 acres of glorious grounds. Present at the classical railway across the bridge or take time out at the lodge overlooking the 18-hole lake.

Surrounded by glorious Kent countryside and less than an hour from London, the historic wings of this romantic castle have been transformed into unique beds and breakfast accommodation. All bedrooms are en-suite and individually styled, with some offering four-poster beds, self-serve bars with no shelves. Blending traditional features with modern-day luxuries, each bedroom offers its own unique charm and character.

For a memorable experience, find out more by visiting havercastle.co.uk

See dinosaurs at the zoo in Hampshire!

VISIT MARWELL ZOO in Hampshire and get close to an incredible range of exotic and endangered species.

Don't miss **REPTILES** a world exclusive, prehistoric **LEGO** brick experience. Discover 20 astonishing dinosaur sculptures across Marwell's 140-acre park, including the biggest ever reusable LEGO brick dinosaur model - a whopping eight metre T-Rex!

Visitors will also be able to go hands on with a host of activities, including trying their hand at making their own croquette at **REPTILES** Run Camp, a live sparrow's guide, and more. Plus, keep an eye out for their recent births, including an orange cat. Free admission to all and please make full.

Visit marwell.org.uk to book or call 01962 77507 for more information.

Wicked: London theatre break - hotel and ticket - two days from just £139

WICKED TELLS the untold story of an unlikely but profound friendship between two young women who first meet as enemy inmates. Stunning costumes, spectacular sets and show-stopping songs make for a night of spellbinding theatrical magic.

Book online omegabreaks.com or call 0203 013 0145.

A flavour of Italy on the coast of Snowdonia

EXPERIENCE THE MAGIC OF STAYING IN PORTMEADON situated on the southern flank of one of Snowdonia's highest peaks. Discover a cluster of historic cottages, iconic architecture, a cafe, stylish shops, award-winning restaurants, casual cafes, an Italian ice cream parlour, vintage garden and sandy beaches.

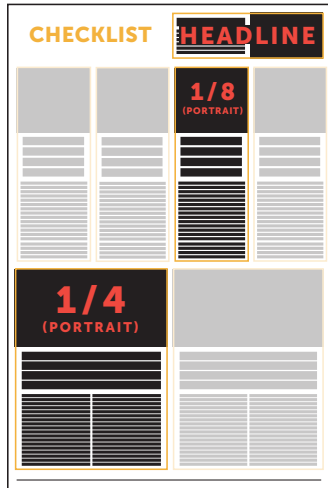
The idyllic location at Portmeadon, affectionately known as 'The Chrysalis' features more of Snowdonia's largest trees, ancient gullies. No visit to Portmeadon Village would be complete without making it back to the historic 'Stone Boat' of Portmeadon. It's a great place for children to play games.

So the above listed are just the start of the excitement, watch the tide fill the Dwyryd estuary from above to share. For one of the luxury 4-star hotels or in a suite in the middle of the village. Portmeadon also offers self-catering accommodation on the coast.

Discover quiet architecture, sub-tropical gardens, and enjoy award-winning cuisine, picturesque accommodation as well as relaxing spa treatments at Portmeadon Village. Visit portmeadon.wales to find out more.

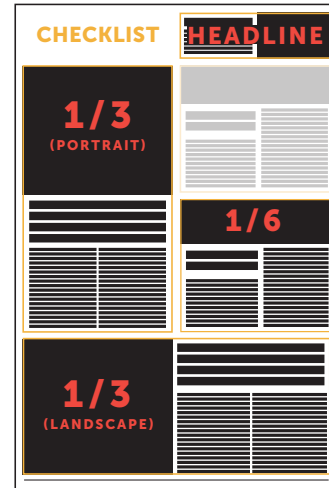
1/4 , 1/8 FEATURE REQUIREMENTS

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

EIGHTH PAGE

Portrait: 64 x 136.6 mm

Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 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

THIRD PAGE

Landscape: 268 x 89.7 mm
Portrait: 183.6 x 132 mm

SIXTH PAGE

Landscape: 132 x 89.7 mm

Total word count	200-300 words	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	Images	1-2 image + logo

COMPETITION See fractional sizes

Total word count and images	Varies by fractional size
Prize	Prize and value (minimum £100)
Hosting information	MEDIA PACK LINK OVERLEAF

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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