

Financial & Legal 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 **Financial & Legal 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. They are also more likely to have an interest in financial services advertising, which makes the **Financial & Legal Checklist** the perfect guide for these professionals, providing the latest advice for how they can get the most out of their money.

It showcases a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, pensions, retirement and banking options, as well as legal services surrounding conveyancing, commerce, Will writing and probate, inheritance tax, trusts, motoring and dispute resolution.

Published on a Saturday, **Financial & Legal Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, in one of the most influential papers in the UK.

PARTICULARLY CONSIDERING

- *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
- 83% of *Daily Mail* readers own a car and 28% own two cars.
- A total of 83% of *Daily Mail* readers are homeowners.

Financial & Legal checklist

Money whether you're saving it, looking to spend it or something with it, it makes sense not only to secure your future but also to protect your and your family's interests with relevant legal advice.

Families should seek advice before wrongly paying care home fees

With care fees rising at an average of 10% a year, it's crucial that families get advice before paying care home fees. There's a lot of information about care homes and what to look for, but it's often hard to find the right advice. The **Financial & Legal Checklist** provides expert advice on how to choose the right care home for your loved one and how to protect your family's assets.

Get help with your tax affairs from our experts

With the tax year 2020-21 now under way, it's a good time to check your tax affairs. The **Financial & Legal Checklist** provides expert advice on how to make the most of your tax allowances and how to avoid paying too much tax.

Property investing without the hassle

With the property market showing signs of recovery, it's a good time to consider property investment. The **Financial & Legal Checklist** provides expert advice on how to choose the right property to invest in and how to protect your investment.

Award-winning personal and business savings

With the Bank of England's base rate at 0.1%, it's a good time to consider savings. The **Financial & Legal Checklist** provides expert advice on how to choose the right savings account for your needs and how to protect your savings.

Call the savings care helpline on 0800 224 0000 for a free initial assessment or visit [savingscarehelpline.co.uk](https://www.savingscarehelpline.co.uk) for a free initial assessment or visit [savingscarehelpline.co.uk](https://www.savingscarehelpline.co.uk) for a free initial assessment.

How easy money can help solve the savings crisis

With the Bank of England's base rate at 0.1%, it's a good time to consider savings. The **Financial & Legal Checklist** provides expert advice on how to choose the right savings account for your needs and how to protect your savings.

Make a claim for your cycling injuries

With the number of cycling accidents rising, it's a good time to consider a claim for your cycling injuries. The **Financial & Legal Checklist** provides expert advice on how to choose the right solicitor to help you with your claim.

Take control of your pension savings with an online plan

With the number of people using online pension services rising, it's a good time to consider an online pension plan. The **Financial & Legal Checklist** provides expert advice on how to choose the right online pension plan for your needs.

Dealing with debt

With the number of people struggling with debt rising, it's a good time to consider debt advice. The **Financial & Legal Checklist** provides expert advice on how to choose the right debt adviser to help you with your debt.

Solicitor? Check. Removal? Check. Stamp Duty Land Tax?

With the number of people buying property rising, it's a good time to consider a solicitor. The **Financial & Legal Checklist** provides expert advice on how to choose the right solicitor to help you with your property purchase.

Cornerstone

With the number of people buying property rising, it's a good time to consider a solicitor. The **Financial & Legal Checklist** provides expert advice on how to choose the right solicitor to help you with your property purchase.

2.3m Average print readership of *Daily Mail*

63% are ABC1

79% choose to only read a weekend newspaper

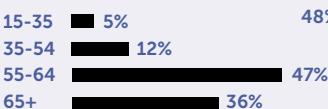
53 minutes is the average time spent reading

DEMOGRAPHICS

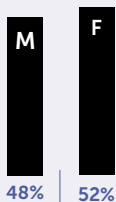
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

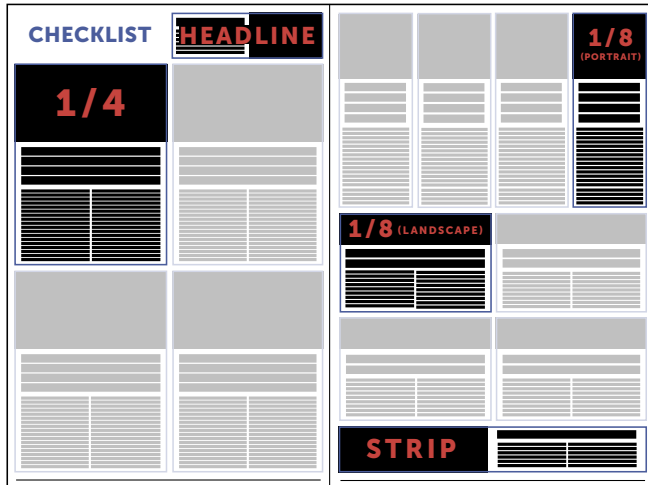
RATE CARD

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

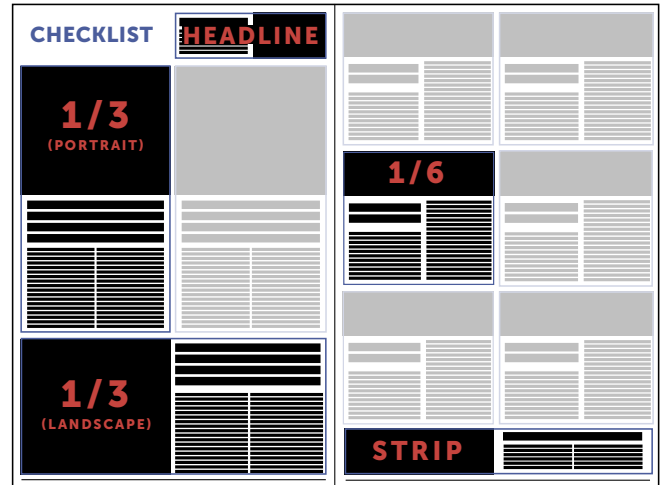
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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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Financial & Legal 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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