

Financial and 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 and Legal checklist

ADVERTISMENT

Award-winning personal and business savings

Money, whether you are spending it, saving or investing with it, has to be used well and only in the most secure and profitable way possible. That's why the Financial & Legal Checklist is the perfect guide for these professionals, providing the latest advice for how they can get the most out of their money.

Read more: [www.dailymail.co.uk/financeandlegal](#)

Dealing with debt

ADVERTISMENT

Dealing with debt can be a stressful and overwhelming experience. It's important to seek professional advice as soon as you realise you're in a difficult position. The Financial & Legal Checklist provides expert guidance on how to manage your debt effectively.

Read more: [www.dailymail.co.uk/debt](#)

Modern approach to wealth management

ADVERTISMENT

A modern approach to wealth management involves a holistic view of your finances, taking into account your long-term goals and risk tolerance. The Financial & Legal Checklist offers insights into the latest strategies for growing and protecting your wealth.

Read more: [www.dailymail.co.uk/wealth](#)

Families should seek advice before wrongly paying care home fees

High care home fees can be a significant financial burden for families. It's crucial to understand the different types of care and the associated costs before making a decision. The Financial & Legal Checklist provides a comprehensive guide to help families make informed choices.

Read more: [www.dailymail.co.uk/care](#)

Get help with your tax affairs from our experts

Complex tax situations can be confusing and costly. Our experts provide personalized advice to help you optimize your tax payments and avoid penalties. The Financial & Legal Checklist is your go-to resource for all things tax-related.

Read more: [www.dailymail.co.uk/tax](#)

How easyMoney can help solve the savings crisis

With interest rates at historic lows, saving money has become a challenge. The easyMoney platform offers innovative solutions to help you grow your savings and reach your financial goals. The Financial & Legal Checklist highlights the benefits of using such services.

Read more: [www.dailymail.co.uk/easymoney](#)

Make a claim for your cycling injuries

Accidents while cycling can result in significant injuries and financial losses. If you've been injured, you may be eligible for a claim. The Financial & Legal Checklist provides a step-by-step guide to help you navigate the claims process.

Read more: [www.dailymail.co.uk/cycling](#)

Solicitor? Check. Stamp Duty Land Tax?

Understanding the legal and financial implications of property transactions is essential. The Financial & Legal Checklist offers expert advice on when to hire a solicitor and how to calculate Stamp Duty Land Tax.

Read more: [www.dailymail.co.uk/property](#)

Property investing without the hassle

Property investment can be a lucrative way to grow your wealth, but it can also be time-consuming. The Financial & Legal Checklist introduces alternative investment options that allow you to participate in the property market without the usual hassles.

Read more: [www.dailymail.co.uk/propertyinvesting](#)

Take control of your pension savings with an online plan

Managing your pension savings effectively is key to a secure retirement. The Financial & Legal Checklist provides an overview of the latest online pension planning tools and how to use them to your advantage.

Read more: [www.dailymail.co.uk/pensions](#)

2.3m

Average print readership of *Daily Mail*

63%

are ABC1

79%

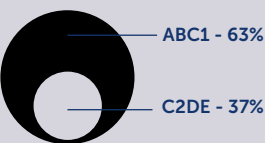
choose to only read a weekend newspaper

53

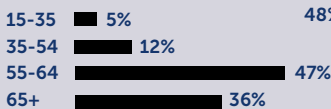
minutes is the average time spent reading

DEMOGRAPHICS

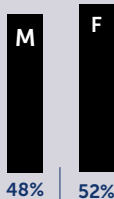
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

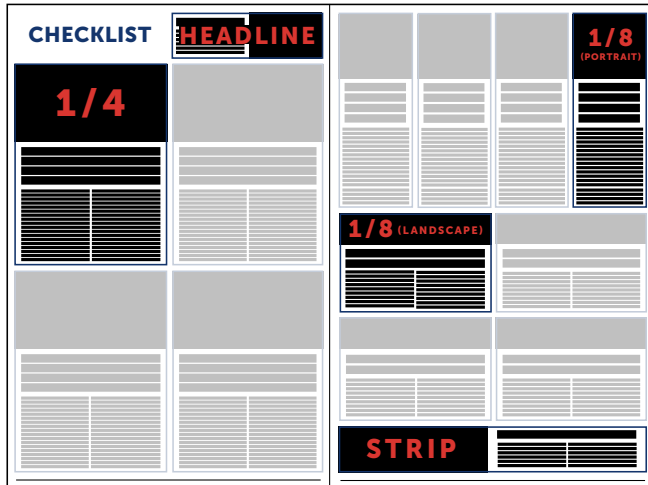
RATE CARD

Third page	£13,800
Quarter page	£10,350
Sixth page	£6,900
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

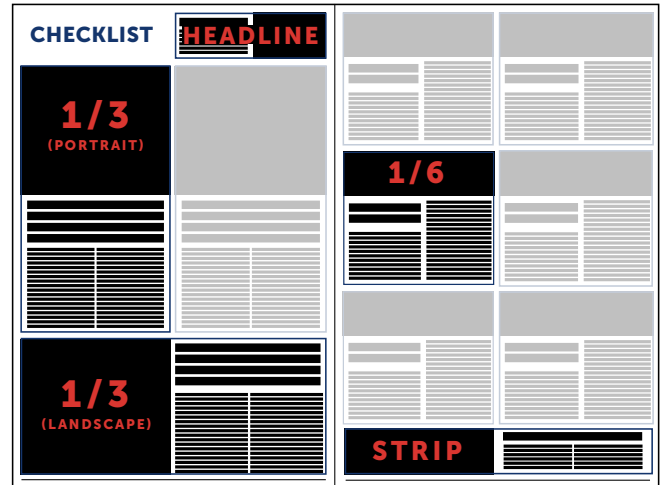
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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*

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

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