

# Consumer data and competitions



The Guardian THE TIMES THE Sun EveningStandard. METRO i News The Telegraph THE Sun ONLINE  
 The Observer MIRROR SUNDAY EXPRESS THE SUNDAY TIMES The Mail MailOnline Daily Mail.com



**Win a two night spa break for two people**  
 Worth £500!

Enter here

[hurstmediacompany.co.uk/spabreaks](http://hurstmediacompany.co.uk/spabreaks)

TAKE GOOD CARE OF YOURSELF – from digital detox to nutritional know-how and soothing massages, Spabreaks.com, Europe's number one spa booking agency, wants you to remember just how good a little self care feels. So they are giving you the chance to win a £500 voucher for a luxurious two-night spa break for two at a choice of more than 75 fantastic destinations across the UK.

[spabreaks.com](http://spabreaks.com)

Competitions are run in partnership with trusted media, such as national newspapers and the UK's most influential digital websites.

These articles are published as double-page spreads in the mainbody of print media or in the most popular sections of online media. They can even be promoted by our celebrity and social media partners

Along with the opportunity to win something for free, competitions add an element of play to consumers' media experience. Products and services offered as prizes attain a higher perceived value than those simply advertised for sale.

The competition model within the national press will see a double-page spread of advertorial content focused on a theme that will pique the interest of the readers by centring on their interests, such as college & university options, eco-friendly products & services, food & drink, gadgets & tech, motoring, health & wellbeing, pets and animals, travel and retirement options as well as legal & financial services.

**"We've run a few competitions with Hurst Media which have so far added thousands more engaged and interested customers to our email subscriber base"**

- Deborah Mitchell, Heaven Skincare

Competitions are a useful tool that may prove invaluable for your business. They are an excellent way to build brand awareness, drive traffic to your website and introduce thousands of people to your business. By collecting GDPR compliant data from entrants who have agreed to be contacted for marketing purposes, this will enable you to develop an on-going relationship with your future customers.

These fully managed competitions are the perfect shop window for brands and organisations to benefit from the robust editorial environment of the national press and a partnership between a brand and a publication that consumers trust.

## RATE CARD

**Competition upgrade:**  
**£1,000**

Purchased in conjunction with your agreed booking

## HOW IT WORKS

- All competitions run for one month from the advertorial's on sale date
- After the competition closes, GDPR compliant data will be supplied
- Marketing will contact the winner on your behalf to let them know they have won

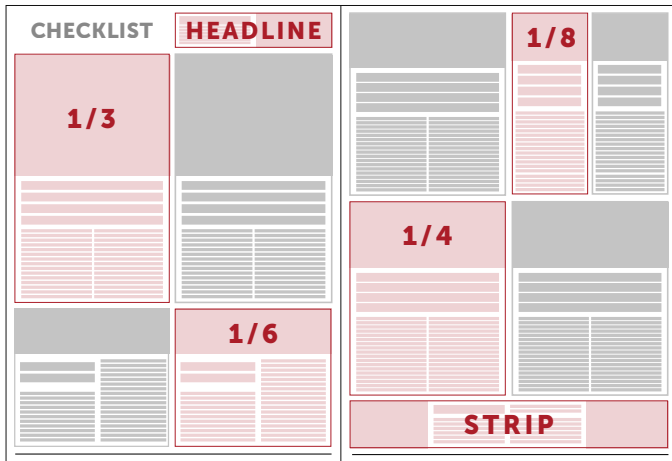
## DISTRIBUTION

- Refer to specific newspaper media pack for readership/circulation available [here](#)
- Online competition posted on [checklists.co.uk/win](http://checklists.co.uk/win)
- Promoted to Hurst Media's 20,000 email database weekly

SEE COMPETITION SPECIFICATION OVERLEAF

## PRINT ADVERTISEMENT (PART 1)

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



### THIRD PAGE

<b>Main body copy</b>	200-250 words	<b>Images</b>	3 images + logo
<b>Prize</b>	Prize and value	<b>Contact</b>	Website, phone number

### QUARTER PAGE

<b>Main body copy</b>	120-150 words	<b>Images</b>	2-3 images + logo
<b>Prize</b>	Prize and value	<b>Contact</b>	Website, phone number

### SIXTH PAGE

<b>Main body copy</b>	90-120 words	<b>Images</b>	1-2 images + logo
<b>Prize</b>	Prize and value	<b>Contact</b>	Website, phone number

### EIGHTH PAGE

<b>Main body copy</b>	50-70 words	<b>Images</b>	1 image + logo
<b>Prize</b>	Prize and value	<b>Contact</b>	Website, phone number

### STRIP

<b>Main body copy</b>	50-70 words	<b>Images</b>	2 images + logo
<b>Prize</b>	Prize and value	<b>Contact</b>	Website, phone number

### HEADLINE

<b>Main body copy</b>	40-50 words	<b>Images</b>	1 image + logo
<b>Prize</b>	Prize and value	<b>Contact</b>	Website, phone number

## ONLINE COMPETITION (PART 2)

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



### ONLINE PAGE SPECIFICATION

**Headline, prize, contact:** Same as print space

**Body copy:** Same as print (enquire about additional copy allowance)

**Images:** Same as print (enquire about additional images allowance)

**Standard duration:** One month

**Management:** Hurst Media manage the competition with data capture

**Data provided:** Name and email (GDPR compliant only)

### COMPETITION INFORMATION

Prizes should have a minimum value of £100 to attract entrants.

Your competition is promoted on a Checklist advertising spread in the newspaper.

Competitions go live the same day that the print ad is on sale.

After the live date, the competition will be promoted to Hurst Media's email database on a weekly newsletter.

Competitions run for one month (unless requested otherwise) on Checklist's website.

If you have any additional stipulations, such as your own T&C's or additional entry questions (these will be non-mandatory), please let us know.

After the competition closes, competition data will be available to be supplied by the Marketing department.

## SUPPLYING CONTENT

**PLEASE NOTE:** The full content specification and artwork deadline will be given after booking. Your content can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

## CREATION, PROOFING & APPROVAL

### DESIGN PROCESS (PRINT)

- Once all material is submitted according to specification, Hurst Media will layout your competition slot within the house style of the publication.
- Exact layouts may vary depending on images and/or text supplied.

### APPROVALS & AMENDMENTS (PRINT)

- 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.
- The final third PDF is for fact checking/approval/records only, as such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

## TERMS & CONDITIONS

- Checklist is advertorial content compiled by Hurst Media Company Ltd who takes sole responsibility for the content, but is published by the newspaper.
- All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](http://hurstmediacompany.co.uk/hurst-media-advertising-terms)
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to editorial discretion. Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.
- All copy, images, claims and promotions must adhere to the Advertising Standards Authority UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code).

### CONTACT DETAILS

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**HURST MEDIA**  
The UK's trusted media partner