

# Best of British *checklist* ✓



## PUBLISHED WITH SUNDAY EXPRESS ON SUNDAYS

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

The **Best of British Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the *Sunday Express*.

With a 549k readership, of which 77% are over the age of 55, the *Sunday Express* boasts a mature readership with high disposable incomes. **Best of British Checklist** will therefore serve as an essential guide for readers who are looking for new and exciting ways to spend their money.

The **Best of British Checklist** showcases a high-quality selection of quintessentially British products and services, ranging from food & drink, fashion, gadgets & technology, travel, days out and attractions.

The **Best of British Checklist** is the perfect shop window for brands and organisations to benefit from the robust editorial environment in the *Sunday Express* and an affluent readership. They have more time to spend reading their newspaper and a greater disposable income to spend on the best of UK-made products and services.

### PARTICULARLY CONSIDERING

- Readers of the *Sunday Express* spend on average 66 minutes reading the paper
- A typical *Sunday Express* reader is 62, married and ABC1
- 52% of readers are loyal, reading three out of four copies a month.

**549k**

Average print readership of the *Sunday Express*

**82%**

of readers are ABC1C2

**66**

minutes is the average time spent reading the *Sunday Express*

**77%**

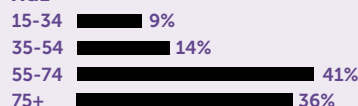
of readers are 55 and over

### DEMOGRAPHICS

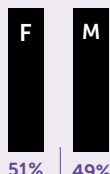
#### SOCIAL DEMOGRAPHIC



#### AGE



#### GENDER



### DISTRIBUTION

- The *Sunday Express* has a circulation of 214,045
- 449,495 is the average readership
- Distributed UK-wide

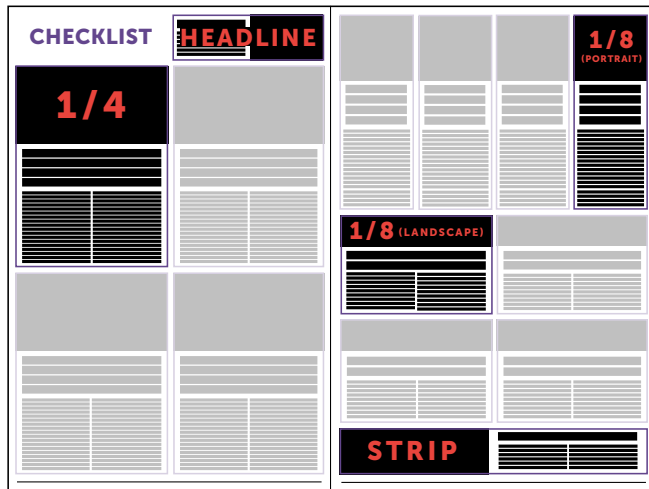
### RATE CARD

Third page	£5,400
Quarter page	£4,050
Sixth page	£2,700
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: 131.5 x 137.7 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: 131.5 x 67 mm  
Portrait: 63.9 x 137.7 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: 267 x 42.5 mm

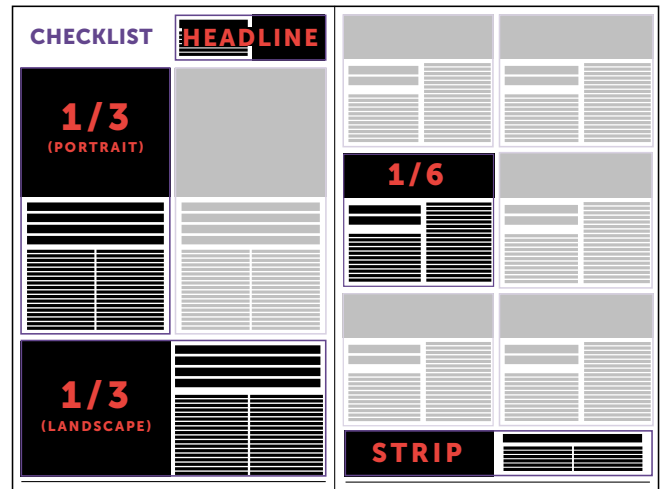
**Total word count** 120-150 words

**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: 267 x 90.4 mm  
Portrait: 131.5 x 185 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: 131.5 x 90.4 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: 131.5 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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

Hurst Media Company, United House, North Road, N7 9DP  
Company number: 08357910 VAT number: 161866882

Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Express*

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

### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4020  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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