

Camping & Outdoors 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 **Camping & Outdoors 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. Which is why **Camping & Outdoors Checklist** is the perfect shop window for brands and organisations to benefit from an affluent audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas.

The **Camping & Outdoors Checklist** showcases a high-quality selection of products and services to benefit everyone, ranging from holidays, accomodation, family days out, holiday essentials, camping essentials, clothing, sporting days out and tourist attractions.

Published at a time when families are looking for activities to keep the whole family entertained, the **Camping & Outdoors 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

- *Daily Mail* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- *Daily Mail* readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average.

Camping & Outdoors checklist

Explore the world in style at a time to suit you

There's no need to travel far for a great day out. Here's a handful of great ideas to keep the family entertained in the UK this summer.

Compsites that are gentle on the environment

Many campsites have green credentials, with some offering eco-friendly accommodation. Some offer solar power, composting toilets and water-saving showers. Look for the Green Camping Club logo, which is awarded to campsites that are environmentally friendly.

Mini jump starter packs a powerful punch

The new Ring RPS200 Mini Jump Starter is a powerful, portable power source that can jump-start your car, power your phone, and even charge your laptop. It's the perfect companion for your next outdoor adventure.

Keep outdoor adventuring bite-free this summer

Protect your family from insect bites with the new Smidge repellent. It's a natural, effective repellent that keeps mosquitoes and other biting insects away from your skin.

What's the point of a dedicated GPS device in these days of smartphones? Here are some reasons

Smartphones are great, but they're not always the best tool for the job. A dedicated GPS device offers a range of benefits, including better battery life, more accurate location tracking, and the ability to download maps offline. It's the perfect companion for your next outdoor adventure.

Save on holiday camping: as much as 30% off!

Save on your next camping holiday with the new Camping & Outdoors Checklist. It features a range of exclusive offers, including discounts on camping gear, accommodation, and more. It's the perfect way to save on your next outdoor adventure.

Unlock the benefits of vehicle security with Gearmate

Protect your vehicle with the new Gearmate security system. It's a comprehensive security system that includes a theft-deterrent alarm, a tracking system, and more. It's the perfect way to protect your vehicle from theft and damage.

Embrace a UK camping trip this summer

Enjoy a weekend of outdoor fun with the new Camp-let. It's a complete camping kit that includes everything you need for a weekend of outdoor fun, including a tent, sleeping bags, and more. It's the perfect way to enjoy a weekend of outdoor fun.

Stylish and light: a fold-up electric bike

The new E-go electric bike is a stylish, lightweight, and easy-to-fold electric bike. It's the perfect companion for your next outdoor adventure. It's also a great way to get some exercise while enjoying the outdoors.

Exploration experiences for curious canines

Take your dog on a new adventure with the new Cheddar dog harness. It's a stylish, comfortable, and durable harness that's perfect for your dog's next outdoor adventure. It's also a great way to keep your dog safe and secure.

3m

Average print readership of *Daily Mail*

63%

are ABC1

79%

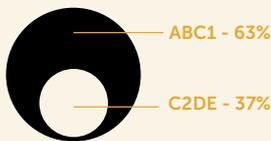
choose to only read a weekend newspaper

53

minutes is the average time spent reading

DEMOGRAPHICS

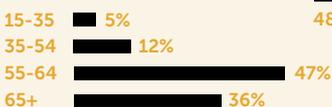
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 1,134,184 average circulation
- 3,021,000 average print readership
- Distributed UK wide

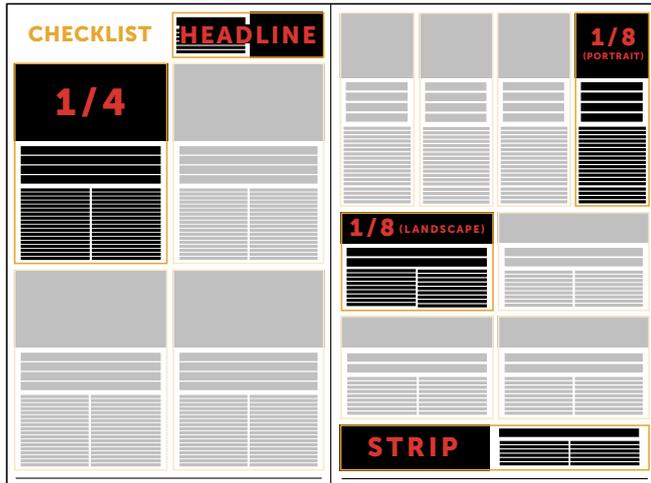
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

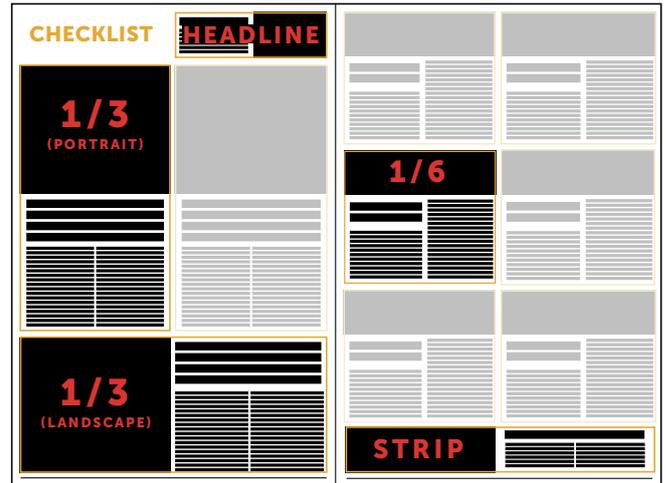
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 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

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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Food & Drink 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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