

# Countryside checklist

**PUBLISHED WITH The Daily Telegraph**



The **Countryside Checklist** is a full-colour, tabloid-sized newspaper publication distributed full run and nationwide with *The Daily Telegraph*.

*The Telegraph* reaches a more affluent readership than any other newspaper, the majority of readers are ABC1 adults and the average *Telegraph* reader has £100,000 of savings. This wealthy readership believes it is worth paying extra for quality products and services, especially when it comes to outdoor pursuits.

The **Countryside Checklist** will therefore offer new and exciting ways for consumers to experience the Great British outdoors and get them ready for game season.

The **Countryside Checklist** showcases a high-quality selection of products and services to benefit the countryside enthusiast, including country homes and interiors, outdoor clothing and footwear,

organic food and drink, equestrianism, shooting and country sports.

The **Countryside Checklist** is the perfect shop window for brands and organisations to benefit from the season of heightened appreciation for the British outdoors, and a loyal, traditional, and affluent readership more likely to buy good quality, organic, local products and produce.

## PARTICULARLY CONSIDERING

- *The Telegraph* is aimed at the traditional reader who wants the best news, comments and analysis to read at their own leisure
- The average *Telegraph* reader is 61-years-old and has savings of over £100k
- Print readers are 2.7x more likely to have a personal income above £70k+
- Readers are 122% more likely to agree they rely on newspapers to keep them informed.

**734k**  
Daily print readership of *The Telegraph*

**81%**  
of *Daily Telegraph* readers are ABC1 adults

**74%**  
of readers think it's worth paying more for quality goods

**56**  
*The Daily Telegraph* is read for an average of 56 minutes

## DEMOGRAPHICS

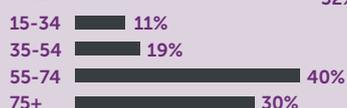
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



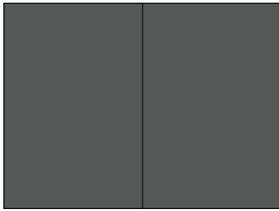
## DISTRIBUTION

- 309,167 copies of *The Telegraph* published daily
- 734,000 average daily readership
- Distributed UK wide

## RATE CARD

Double page	<b>£15,950</b>
Full page	<b>£9,950</b>
Half page	<b>£4,950</b>
Quarter page	<b>£2,950</b>

## ADVERT SIZES



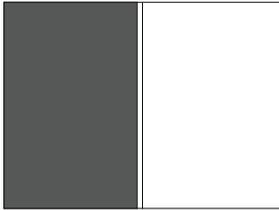
### DOUBLE PAGE SPREAD\*

#### DIMENSIONS

**Size:** 536mm (w) x 340mm (h)

**Text-safe area:** 516mm (w) x 320mm (h)

\*Centre-fold only. Recommended text-safe area is 10mm all around. Please ensure there is a 20mm-wide text-safe area in the centre to account for the page fold



### FULL PAGE

#### DIMENSIONS

**Size:** 258mm (w) x 338mm (h)

**Text-safe area:** 238mm (w) x 318mm (h)

Recommended text-safe area is 10mm all around.



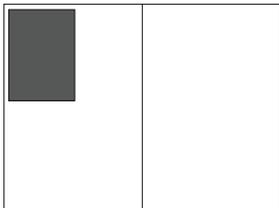
### HALF PAGE

#### DIMENSIONS

**Size:** 258mm (w) x 157mm (h)

**Text-safe area:** 238mm (w) x 137mm (h)

Recommended text-safe area is 10mm all around.



### QUARTER PAGE

#### DIMENSIONS

**Size:** 125mm (w) x 157mm (h)

**Text-safe area:** 105mm (w) x 137mm (h)

Recommended text-safe area is 10mm all around.

## SUPPLYING ADVERT ARTWORK

### FORMAT

All adverts should be supplied as a print-ready PDF (PDF/X-1a:2001)

### ARTWORK SPECIFICATIONS

- CMYK colour
- Resolution: 300dpi
- Ink density limit: 240%
- Bleed and crop marks are not required

Please note newsprint does not print to the trim of the paper, there is non-printing margin outside the full page print area so if your artwork is on a white background or if you are working to a large text-safe area, this non-printing area may give a wider looking margin than expected. Colour variations will occur if your files do not utilise the colour profile and respect guidelines outlined above. We cannot guarantee the quality of the final print if files are supplied outside of these specifications. We reserve the right to convert all images to meet this specification if they are not supplied as such.

### ADVERT DESIGN PREMIUMS

Advert designs (in which the client supplies images, logos and contact details and Hurst Media creates a design) are charged at a 10% premium or a one off fee of £150, whichever is greater. Subject to availability.

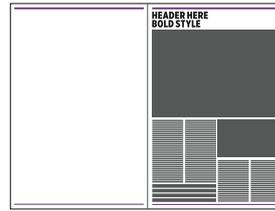
## FILE TRANSFER

Files should be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

For larger files, send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://wettransfer.com). Please clarify in your message your company name, publication and on sale date as per your booking.

Image use subject to editorial discretion and may vary depending quality, size and layout. Image research and sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25 per hour.

## ADVERTORIAL REQUIREMENTS



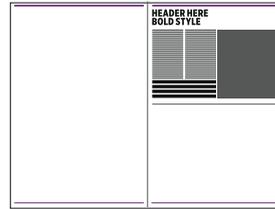
### FULL PAGE

**Total word count:** 600-700 words

**Headline:** Up to 60 characters

**Box copy:** Up to 50 words, which could include an offer code, contact details (web, email, phone) and social handles.

**Images:** 3-5 high resolution images plus company logo



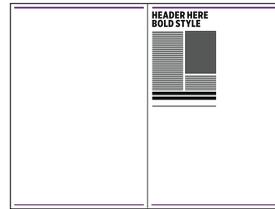
### HALF PAGE

**Total word count:** 350-400 words

**Headline:** Up to 60 characters

**Box copy:** Up to 30 words, which could include an offer code, contact details (web, email, phone) and social handles.

**Images:** 1-2 high resolution images plus company logo



### QUARTER PAGE

**Total word count:** 180-230 words

**Headline:** Up to 40 characters

**Box copy:** Up to 30 words, which could include an offer code, contact details (web, email, phone) and social handles.

**Images:** 1 high resolution image plus company logo

## SUPPLYING ADVERTORIAL CONTENT

### COPY SPECIFICATIONS

- *Supplied copy will be subedited by the editorial team.* Spelling, grammar and punctuation will also be corrected to the house style (including copy in third person)
- If you are using a discount code, custom landing page or an offer to the readers in your copy, please only refer to the Checklist (e.g. 'CHECKLIST20') or another generic word, and **NOT** *The Telegraph*

### IMAGES SPECIFICATIONS

- Please supply all images as high resolution CMYK JPEGs
- All images must be at least 300dpi when placed at full size
- **DO NOT** supply images with copy and graphics (such as slogans and logos on top)

### DESIGN PROCESS

- After receiving your copy and images, *we will design your advertorial in the publication house style* and send a proof to you
- After sending a proof, we require either your corrections or your approval to send the advertorial to press

### APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval
- If you have any changes, you have the option of **TWO** rounds of amendments before final approval is required. As such please ensure any amendments are clear and concise
- All advertorials must also be approved by the newspaper ahead of press; the team will get back in touch if *The Telegraph* requires changes or substantiating evidence for any claims made in the copy

### CONTACT DETAILS

Hurst Media Company  
United House  
N7 9DP

Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

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

### PRODUCTION DEPT.

Tel: 0203 770 4024  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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