Countryside checklist 2



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)

Countryside 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 in outdoor pursuits such as trekking and hiking. 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, ranging from country homes and interiors, outdoor clothing and footwear, organic food and drink, equestrianism, and specialist kit and equipment.

Published on ahead of The Glorious Twelfth, 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 and affluent readership more likely to buy organic, local products and produce.

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 – £22k more than the UK average.



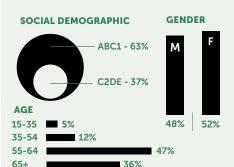
Average print readership of Daily Mail

79% choose to only read a weekend newspaper 63% are ABC1

53

minutes is the average time spent reading

DEMOGRAPHICS



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

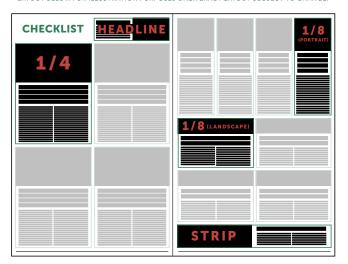
Sixth page **£6,500**

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



QUARTER PAGE

Portrait: 134.5 x 147.7 mm

Total word

Images

200-250 words Total word

i.e. Discount offer, website, Call to phone, or social links action

2 images + logo

EIGHTH PAGE

Landscape: 134.5 x 71.7 mm Portrait: 65.25 x 147.7 mm

70-100 words

count Call to

action

i.e. Discount offer, website, phone, or social links

1 image + logo Images

STRIP Landscape: 273 x 42.5 mm

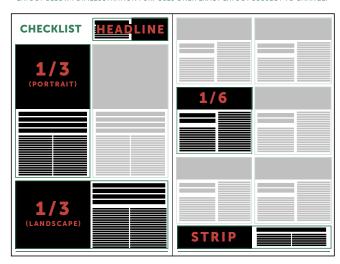
Total word count 120-150 words

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

200-300 words Total word count i.e. Discount offer, website, Call to

phone, or social links action 2-3 images + logo Images

SIXTH PAGE Landscape: 134.5 x 97 mm

Total word

count Call to i.e. Discount offer, website, phone, or social links action

120-150 words

1-2 image + logo Images

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 vour 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. 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 by 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.

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

At Home & Garden 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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MEDIA SALES

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PRODUCTION DEPARTMENT

production@hurstmediacompany.co.uk



^{*} 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.