

# Countryside

## checklist



**PUBLISHED WITH  ON SUNDAYS**

(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 Mail on Sunday*.

*Mail on Sunday* 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

- Mail on Sunday* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- Mail on Sunday* readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average
- 83% of *Mail on Sunday* readers are homeowners.

### Countryside checklist

It's the start of your year when all that's gone about the British countryside is celebrated. Here we celebrate the best of the British countryside in a special double-page spread.

**Off with a bang – get set for the shooting season**

Get the shooting season off to a flying start with the latest in shooting gear, from shotguns to binoculars, and everything in between. The Countryside Checklist is your go-to for all the latest in shooting gear, from shotguns to binoculars, and everything in between.

**Rizzini**

For more details, please visit the website [rizzini.co.uk](http://rizzini.co.uk) or email [info@rizzini.co.uk](mailto:info@rizzini.co.uk)

### A weighty problem

It's the start of your year when all that's gone about the British countryside is celebrated. Here we celebrate the best of the British countryside in a special double-page spread.

**Want to discover what the farm-to-table movement is all about?**

Discover the benefits of the farm-to-table movement, from fresh produce to local producers. The Countryside Checklist is your go-to for all the latest in farm-to-table products, from fresh produce to local producers.

**Twisper**

For more details, please visit the website [twisper.co.uk](http://twisper.co.uk) or email [info@twisper.co.uk](mailto:info@twisper.co.uk)

### Unlock the benefits of vehicle security with Gearmate

With a year's worth of experience in the security industry, Gearmate has developed a range of products to protect your vehicle and your belongings. The Countryside Checklist is your go-to for all the latest in vehicle security products, from car alarms to GPS trackers.

**Peace of mind for your pet's healthcare**

With a year's worth of experience in the pet healthcare industry, Petcare has developed a range of products to protect your pet and your belongings. The Countryside Checklist is your go-to for all the latest in pet healthcare products, from pet insurance to pet food.

**Petsurance**

For more details, please visit the website [petsurance.co.uk](http://petsurance.co.uk) or email [info@petsurance.co.uk](mailto:info@petsurance.co.uk)

### Elegance on the driven game shoot

With a year's worth of experience in the driven game shoot industry, Elegance has developed a range of products to protect your driven game shoot and your belongings. The Countryside Checklist is your go-to for all the latest in driven game shoot products, from driven game shoot clothing to driven game shoot equipment.

**Why British Game will transform your home cooking**

With a year's worth of experience in the British game industry, British Game has developed a range of products to protect your British game and your belongings. The Countryside Checklist is your go-to for all the latest in British game products, from British game meat to British game equipment.

**Wild Game**

For more details, please visit the website [wildgame.co.uk](http://wildgame.co.uk) or email [info@wildgame.co.uk](mailto:info@wildgame.co.uk)

### Multi-purpose, all terrain, all weather boots

With a year's worth of experience in the footwear industry, Boots has developed a range of products to protect your feet and your belongings. The Countryside Checklist is your go-to for all the latest in footwear products, from boots to shoes.

**The Dryboot Company**

For more details, please visit the website [dryboot.co.uk](http://dryboot.co.uk) or email [info@dryboot.co.uk](mailto:info@dryboot.co.uk)

### Cool dogs travel with Lintrax K9

With a year's worth of experience in the pet travel industry, Lintrax has developed a range of products to protect your pet and your belongings. The Countryside Checklist is your go-to for all the latest in pet travel products, from pet carriers to pet strollers.

**The Wipe-clean Tuffies Nest**

For more details, please visit the website [tuffies.co.uk](http://tuffies.co.uk) or email [info@tuffies.co.uk](mailto:info@tuffies.co.uk)

# 2.1m

Average print readership of Mail on Sunday

# 65%

are ABC1

# 79%

choose to only read a weekend newspaper

# 53

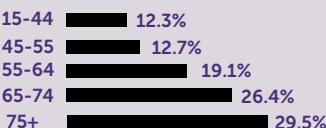
minutes is the average time spent reading

## DEMOGRAPHICS

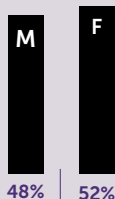
### SOCIAL DEMOGRAPHIC



### AGE



### GENDER



## DISTRIBUTION

- 800,000 average circulation of Mail on Sunday
- 2,100,000 average print readership
- Distributed UK wide

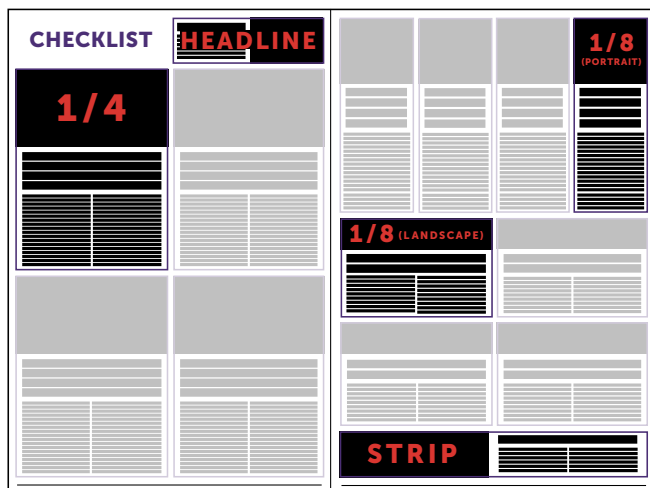
## RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,000
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

<b>Total word count</b>	200-250 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### EIGHTH PAGE

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

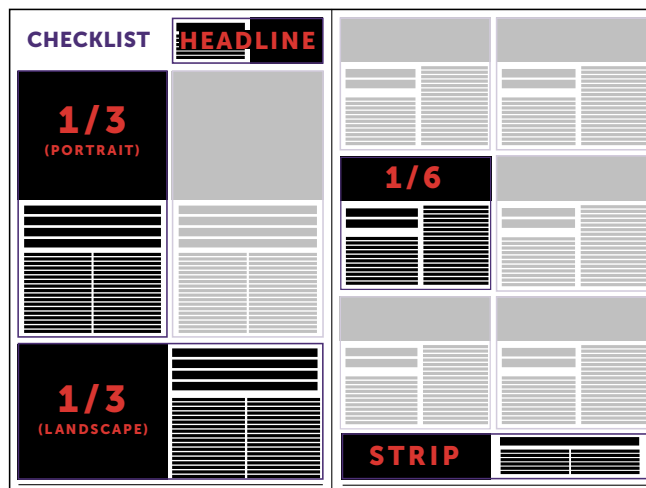
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 273 x 42.5 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

<b>Total word count</b>	200-300 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

Landscape: 134.5 x 97 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 134.5 x 42.5 mm

<b>Total word count</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

Countryside Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Mail on Sunday*.  
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)

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