

Food & Drink checklist



PUBLISHED WITH **The Mail** ON SUNDAYS

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

The **Food & Drink Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in *The Mail on Sunday*.

The 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 culinary products and services. Which is why **Food & Drink 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.

It showcases a high-quality selection of products and services to benefit the food-savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and seasonal dining options.

The **Food & Drink Checklist** serves as an essential guide for foodies open to trying alternative culinary trends and cuisines from around the world, as well as for readers to transform the way they eat in and dine out.

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
- The average time spent reading *The Mail on Sunday* is 72 minutes
- 83% of readers are homeowners, so spending time enjoying quality food and drink at home is important.

Food and Drink checklist

Get inspired and transform your eating habits with our selection of the best gourmet goods, health foods, wellness tips and home services and more.

Find more about this checklist on our website [#4 of 11 publications](#)

Reduce food waste in the kitchen with perfectly pre-portioned meal kits

The UK's leading meal kit company, Hello Fresh, is offering readers a special discount. For a limited time, readers can enjoy a 10% discount on all meal kits. This is a fantastic opportunity for readers to try Hello Fresh's delicious and easy-to-prepare meal kits. Hello Fresh's meal kits are made with fresh, high-quality ingredients and are perfect for busy families. They are also perfect for those who want to reduce food waste in their kitchen. Hello Fresh's meal kits are perfect for those who want to reduce food waste in their kitchen. Hello Fresh's meal kits are perfect for those who want to reduce food waste in their kitchen.

Enjoy a little of what you fancy with Pink 'n' White!

At Pink 'n' White, we have a great selection of gourmet goods, health foods, wellness tips and home services and more. We are proud to offer our readers a special discount. For a limited time, readers can enjoy a 10% discount on all products. This is a fantastic opportunity for readers to try our delicious and easy-to-prepare products. Our products are made with fresh, high-quality ingredients and are perfect for busy families. They are also perfect for those who want to reduce food waste in their kitchen. Our products are perfect for those who want to reduce food waste in their kitchen.

The perfect meal starts with perfect cookware

At Circulon, we have a great selection of gourmet goods, health foods, wellness tips and home services and more. We are proud to offer our readers a special discount. For a limited time, readers can enjoy a 10% discount on all products. This is a fantastic opportunity for readers to try our delicious and easy-to-prepare products. Our products are made with fresh, high-quality ingredients and are perfect for busy families. They are also perfect for those who want to reduce food waste in their kitchen. Our products are perfect for those who want to reduce food waste in their kitchen.

Brewing the UK's favourite beers sustainably

At Budweiser, we have a great selection of gourmet goods, health foods, wellness tips and home services and more. We are proud to offer our readers a special discount. For a limited time, readers can enjoy a 10% discount on all products. This is a fantastic opportunity for readers to try our delicious and easy-to-prepare products. Our products are made with fresh, high-quality ingredients and are perfect for busy families. They are also perfect for those who want to reduce food waste in their kitchen. Our products are perfect for those who want to reduce food waste in their kitchen.

Preserving tradition - premium produce since 1885

At Spyness, we have a great selection of gourmet goods, health foods, wellness tips and home services and more. We are proud to offer our readers a special discount. For a limited time, readers can enjoy a 10% discount on all products. This is a fantastic opportunity for readers to try our delicious and easy-to-prepare products. Our products are made with fresh, high-quality ingredients and are perfect for busy families. They are also perfect for those who want to reduce food waste in their kitchen. Our products are perfect for those who want to reduce food waste in their kitchen.

Try American-style SKIPPY peanut butter

At SKIPPY, we have a great selection of gourmet goods, health foods, wellness tips and home services and more. We are proud to offer our readers a special discount. For a limited time, readers can enjoy a 10% discount on all products. This is a fantastic opportunity for readers to try our delicious and easy-to-prepare products. Our products are made with fresh, high-quality ingredients and are perfect for busy families. They are also perfect for those who want to reduce food waste in their kitchen. Our products are perfect for those who want to reduce food waste in their kitchen.

Coppola ready-made soups, tomato sauces and organic ketchup with no added sugar

At COPPOLA, we have a great selection of gourmet goods, health foods, wellness tips and home services and more. We are proud to offer our readers a special discount. For a limited time, readers can enjoy a 10% discount on all products. This is a fantastic opportunity for readers to try our delicious and easy-to-prepare products. Our products are made with fresh, high-quality ingredients and are perfect for busy families. They are also perfect for those who want to reduce food waste in their kitchen. Our products are perfect for those who want to reduce food waste in their kitchen.

All the Spritz, none of the alcohol

At Wilfred's, we have a great selection of gourmet goods, health foods, wellness tips and home services and more. We are proud to offer our readers a special discount. For a limited time, readers can enjoy a 10% discount on all products. This is a fantastic opportunity for readers to try our delicious and easy-to-prepare products. Our products are made with fresh, high-quality ingredients and are perfect for busy families. They are also perfect for those who want to reduce food waste in their kitchen. Our products are perfect for those who want to reduce food waste in their kitchen.

Nutritious grains and tasty superfoods

At Tilda, we have a great selection of gourmet goods, health foods, wellness tips and home services and more. We are proud to offer our readers a special discount. For a limited time, readers can enjoy a 10% discount on all products. This is a fantastic opportunity for readers to try our delicious and easy-to-prepare products. Our products are made with fresh, high-quality ingredients and are perfect for busy families. They are also perfect for those who want to reduce food waste in their kitchen. Our products are perfect for those who want to reduce food waste in their kitchen.

Sweet Baby Ray's - the sauce is the boss!

At Sweet Baby Ray's, we have a great selection of gourmet goods, health foods, wellness tips and home services and more. We are proud to offer our readers a special discount. For a limited time, readers can enjoy a 10% discount on all products. This is a fantastic opportunity for readers to try our delicious and easy-to-prepare products. Our products are made with fresh, high-quality ingredients and are perfect for busy families. They are also perfect for those who want to reduce food waste in their kitchen. Our products are perfect for those who want to reduce food waste in their kitchen.

2.1m

Average print readership of *Mail on Sunday*

65%

are ABC1

79%

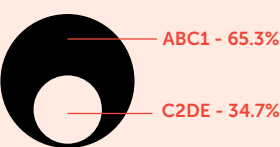
choose to only read a weekend newspaper

53

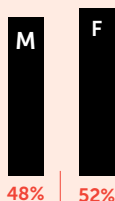
minutes is the average time spent reading

DEMOGRAPHICS

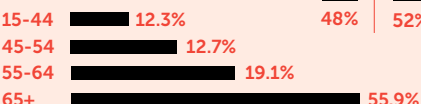
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

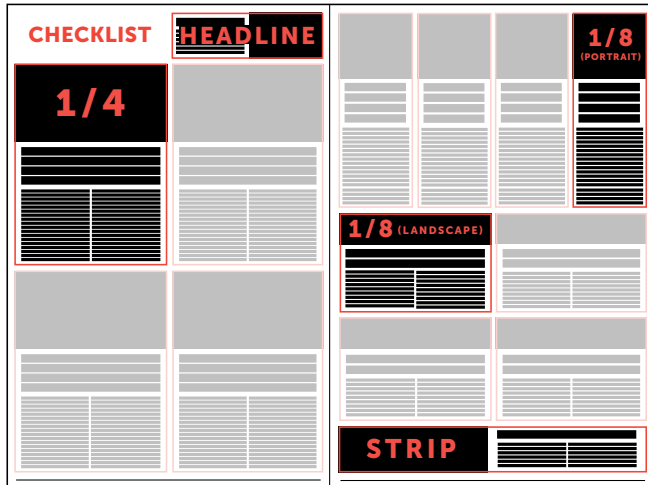
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
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 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

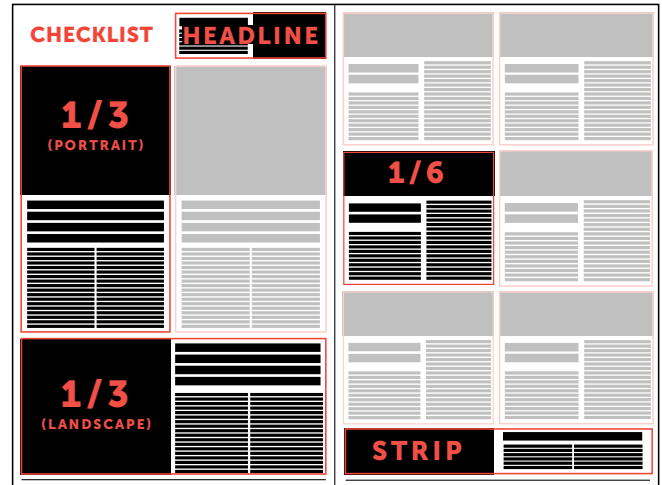
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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

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