

Christmas

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 **Christmas 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 believe it is worth paying extra for quality products and services. The **Christmas Checklist** will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods and fantastic gifts to celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

The **Christmas Checklist** published at the most popular time to start present planning, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

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.



Christmas checklist

For more festive inspiration, check out our selection of cheap gifts, including food and drink, to help you get into the festive spirit.

Discover more festive inspiration on our website [at the end of the checklist](#)

Festive delicacies infused with juniper

Recent winning gold medals from the 2019 World Cheese Awards have been awarded to the Juniper Cheese from the Yorkshire Dales. The cheese is made from a blend of local milk and juniper berries, giving it a unique flavour. It's perfect for Christmas dinner or as a gift.

Making Christmas Majestic for 40 years!

For 40 years, Majestic has been a leading name in the world of Christmas decorations. This year, we've introduced a new range of lights and decorations to help you create the perfect festive atmosphere.

Look for the Red Tractor!

Red Tractor is the UK's leading brand of food and drink. This year, we've introduced a new range of products to help you get into the festive spirit.

Indulge this Christmas with premium brands

Discover the best of British food and drink. From the finest wines to the most delicious cheeses, we have everything you need to make your Christmas dinner a truly special occasion.

Join the festive-teas at Strand Palace

Strand Palace is a luxury hotel in the heart of London. This year, we've introduced a new range of festive teas to help you celebrate the season in style.

Discover true sound at home

Yamaha is a world leader in the world of audio. This year, we've introduced a new range of speakers to help you create the perfect sound at home.

Step into the season by choosing childrenswear from over 200 fantastic designer brands

Children's clothing is a must for every parent. This year, we've introduced a new range of childrenswear to help you keep your little ones warm and stylish.

Treat loved ones and celebrate the most wonderful time of the year with these luxury gift sets

Yamaha is a world leader in the world of audio. This year, we've introduced a new range of speakers to help you create the perfect sound at home.

SodaStream unveils limited-edition Spirit Gold

SodaStream is a world leader in the world of carbonated drinks. This year, we've introduced a new range of limited-edition bottles to help you celebrate the season in style.

2.1m

Average print readership of Mail on Sunday

65%

are ABC1

79%

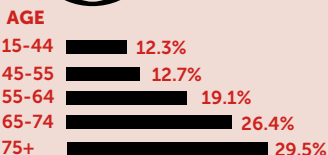
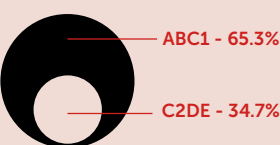
choose to only read a weekend newspaper

53

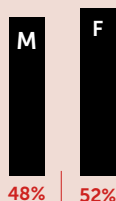
minutes is the average time spent reading

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



DISTRIBUTION

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

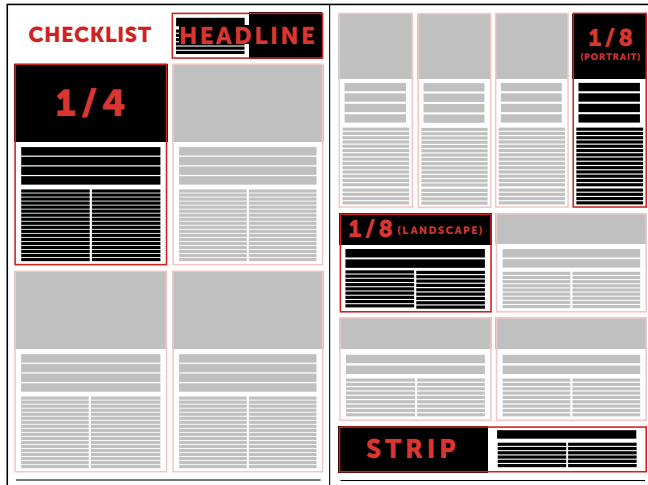
RATE CARD

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

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

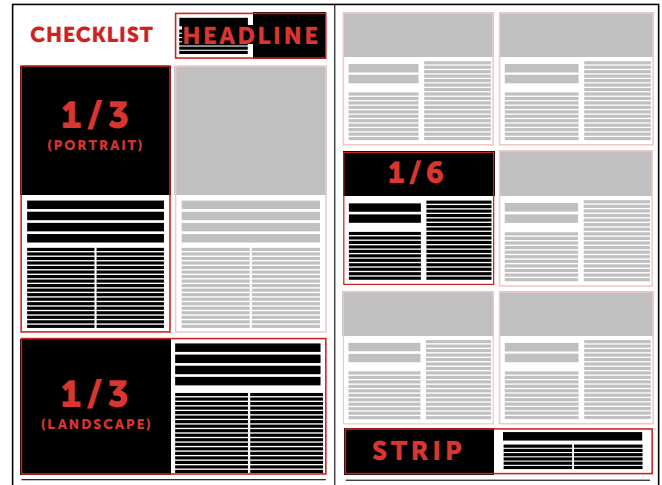
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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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Christmas 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

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