

New Year's Resolutions *checklist*



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)

New Year's Resolutions 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 believe it is worth paying extra for quality products and services, to help them to make positive lifestyle changes.

New Year's Resolutions Checklist serves as the essential guide to help them make positive changes in order to lead a healthier, happier lifestyle for the coming year.

It will showcase a high-quality selection of products and services for a new year and a new you, ranging from health, fitness, nutrition, diet, finance, supplements, giving up smoking or drinking, and beauty and aesthetics solutions.

The New Year's Resolutions Checklist is the perfect shop window for brands and organisations to benefit from a large, mature readership who are concerned about their own and loved one's health and wellbeing and are openminded about improving their lives.

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 – which is +£22k more than the UK average
- 74% of readers live in the affluent south of England.

New Year's Resolutions *checklist*

Save cash on tech!

Save up to £100 on your favourite tech. From smartphones to tablets, laptops to smart TVs, we've got you covered. See how much you can save at your nearest **Currys**, or online at [currys.co.uk](#)

Healthy resolutions for a happier new you!

Reduce your stress, improve your health, and boost your mood. From fitness trackers to meditation apps, we've got you covered. See how much you can save at your nearest **Currys**, or online at [currys.co.uk](#)

The ultimate implant experience

At **ellevest**, we're committed to providing you with the highest quality of care. From initial consultation to surgery, we'll be with you every step of the way. See how much you can save at your nearest **Currys**, or online at [currys.co.uk](#)

Effortless savings on your energy bills, forever

Save up to £100 on your energy bills. From smart meters to energy-efficient appliances, we've got you covered. See how much you can save at your nearest **Currys**, or online at [currys.co.uk](#)

Thriving joyfully with a vegan lifestyle choice

Discover the benefits of a vegan lifestyle. From plant-based protein to eco-friendly products, we've got you covered. See how much you can save at your nearest **Currys**, or online at [currys.co.uk](#)

Buy or sell unwanted gift cards and make your money go further

Get up to 10% off on unwanted gift cards. From Amazon to John Lewis, we've got you covered. See how much you can save at your nearest **Currys**, or online at [currys.co.uk](#)

Looking to build your own home gym?

Build your own home gym with the latest fitness equipment. From treadmills to free weights, we've got you covered. See how much you can save at your nearest **Currys**, or online at [currys.co.uk](#)

Dealing with debt

Get help with your debt. From credit counselling to debt consolidation, we've got you covered. See how much you can save at your nearest **Currys**, or online at [currys.co.uk](#)

The Slender way to reduce cravings and help you lose weight

Reduce your cravings and lose weight with the latest supplements. From probiotics to omega-3 fatty acids, we've got you covered. See how much you can save at your nearest **Currys**, or online at [currys.co.uk](#)

Making iron better...

Improve your iron intake with the latest supplements. From iron tablets to iron-rich foods, we've got you covered. See how much you can save at your nearest **Currys**, or online at [currys.co.uk](#)

2.3m

Average print readership of *Daily Mail*

63%

are ABC1

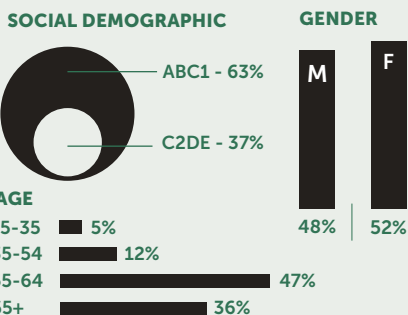
79%

choose to only read a weekend newspaper

53

minutes is the average time spent reading

DEMOGRAPHICS



DISTRIBUTION

- 1,600,000 average circulation
- 2,300,000 average print readership
- Distributed UK wide

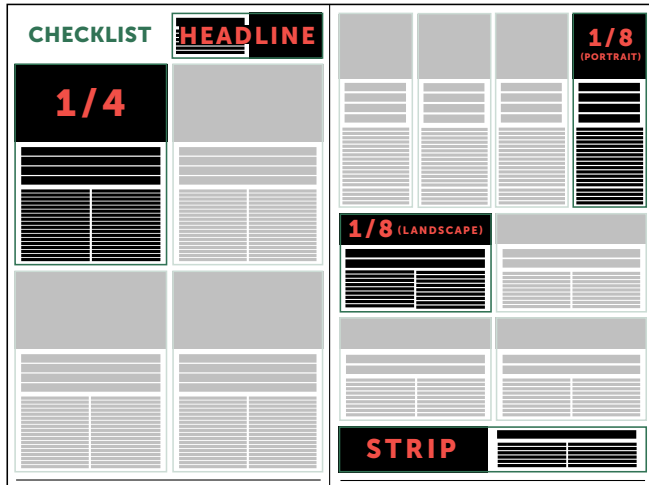
RATE CARD

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

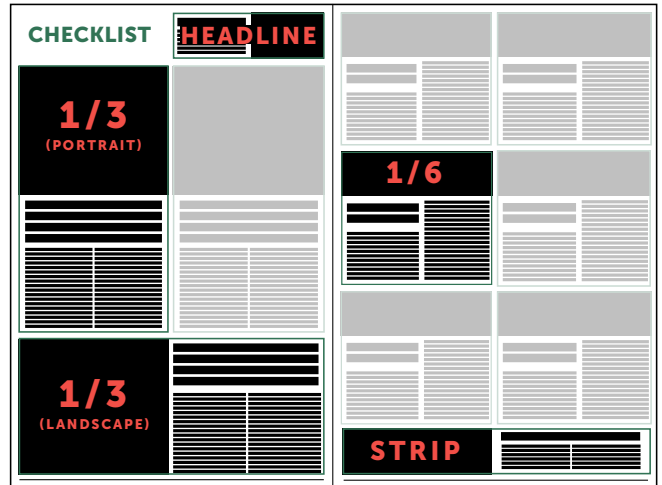
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS
Company number: 08375910 VAT number: 161866882

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

All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner