

# Retirement Living checklist



## PUBLISHED WITH **The Observer** ON SUNDAYS

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

The **Retirement Living Checklist** is a full-colour, tabloid-sized, double-page spread of advertorial content published in *The Observer*.

*The Observer* boasts a mature readership, with 70% of its readers over the age of 45. The **Retirement Living Checklist** will therefore serve as the essential guide for these wealthy readers, to make the most of their time and money when they stop working.

It will showcase a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published on a Sunday, the **Retirement Living Checklist** is the perfect shop window for brands and organisations to benefit from a readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

### PARTICULARLY CONSIDERING

- 60% of *Observer* readers are considered to be forward-looking individuals, curious about change and learning new things
- 85% of *Observer* readers are in the ABC1 social demographic.

#### Retirement Living checklist

**In need of surgery? Why wait?**

Can 100 patients avoid surgery? High quality, high-tech, low cost care. The answer is yes. At Regenexx, we use a revolutionary, non-surgical approach to treat joint pain and arthritis. Our patients are active, healthy, and free of pain. Regenexx is the only non-surgical approach to joint pain and arthritis that has been shown to be safe and effective in a large, multi-center clinical trial. Regenexx is the only non-surgical approach to joint pain and arthritis that has been shown to be safe and effective in a large, multi-center clinical trial.

#### Why not give The Joy Club a go with a free, three-month membership for new members?

The Joy Club is a unique, non-profit organization that provides a safe and fun environment for people with dementia. Our members enjoy a variety of activities, including music, art, and exercise. We also offer a range of support services, including counseling and care coordination. Join us today and experience the joy of The Joy Club.

#### Feel safe on your stairs with an Acorn Stairlift

Acorn Stairlifts are the world's leading manufacturer of stairlifts. Our products are designed to be safe, reliable, and easy to use. We offer a range of models to suit different budgets and requirements. Contact us today for more information.

#### Discover what's waiting to meet you with a Danbury Campervan

Experience the freedom of a campervan with a Danbury Campervan. Our campervans are fully equipped with everything you need for a comfortable and enjoyable trip. From kitchen and bathroom to bedding and seating, we have it all. Book your campervan today.

#### Are you one of 58% of people yet to make a Will?

It's estimated that 58% of people in the UK do not have a will. This is a significant risk, as it can lead to a lengthy and costly probate process. Make a will today to ensure your assets are distributed according to your wishes.

#### Inspired choices for retirement living

At Inspired Living, we offer a range of retirement living options, from independent living to care homes. Our properties are designed to be comfortable, safe, and enjoyable. Contact us today to explore your options.

#### Living the retirement you've longed for

At SunLife, we offer a range of retirement products and services. From life insurance to investment solutions, we have everything you need to secure your future. Contact us today for more information.

#### Take control of your pension savings with an online plan

At PensionsDirect, we offer a range of online pension services. From opening a new pension to transferring an existing one, we make it easy and stress-free. Contact us today for more information.

# 451k

Average readership of *The Observer*

# More likely to...

...be well connected, information-hungry and vocal media consumers

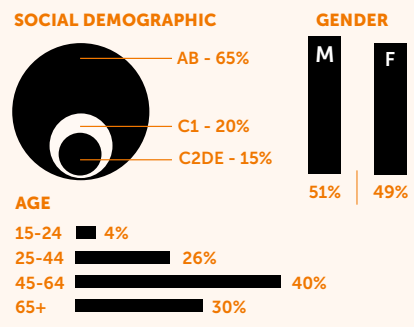
# £400

is the average credit card spend per month by *Observer* readers

# 85%

of *Observer* readers are ABC1

### DEMOGRAPHICS



### DISTRIBUTION

- 140,894 copies of *The Observer* published on a Sunday
- 451,266 average readership
- Distributed UK wide

### RATE CARD

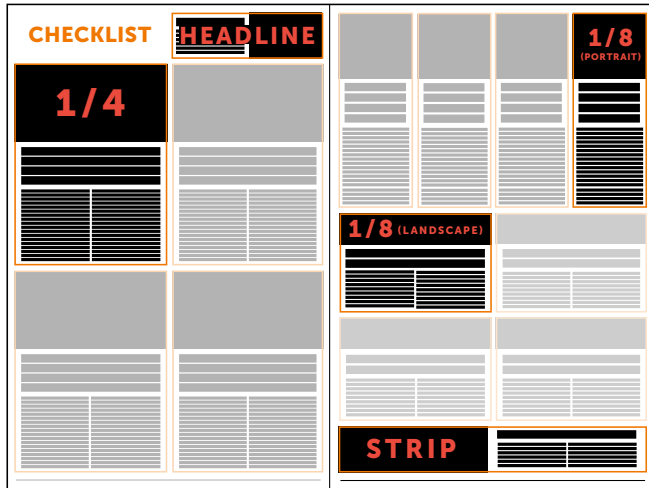
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition upgrade	£1,000

**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

\*All facts and figures from Canopy Media, ABC or PAMCO

## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### QUARTER PAGE

Portrait: 129.5 x 135.7 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: 129.5 x 66 mm  
Portrait: 62.8 x 135.7 mm

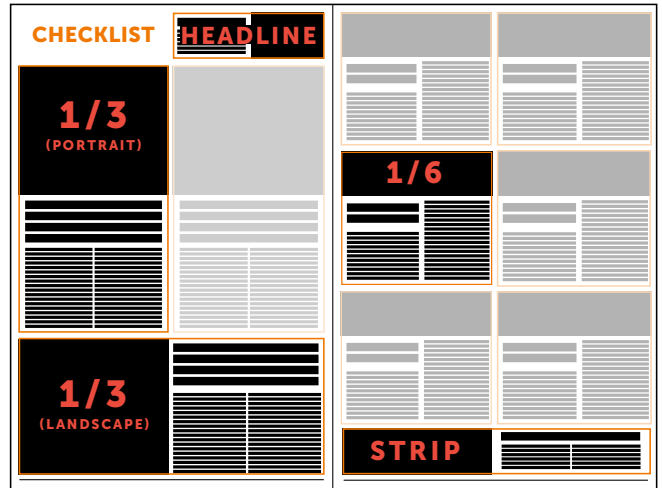
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 263 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: 263 x 89 mm  
Portrait: 192.5 x 182.4 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: 129.5 x 89 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: 129.5 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

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### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4020  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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