

Art, Antiques and Collectables *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)

Arts, Antiques & Collectables 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, and investing in antiques and collectables.

The Arts, Antiques & Collectables Checklist serves as an essential guide to inspire these readers to explore new activities and pastimes in the UK's thriving arts, antiques and collectables market.

It showcases a selection of exciting brands, products and services, and will include the best exhibitions, auctions, fairs and period properties, as well as memorabilia, jewellery and much more.

Published on a Saturday, the Arts, Antiques & Collectables Checklist is the perfect shop window for brands and organisations looking to benefit from a readership that choose to only read a weekend newspaper, and have more time to spend with their newspaper than a weekday instalment.

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.

Art, Antiques and Collectables *checklist*

Commission a portrait painting
 Many of our readers have a passion for art and a desire to own a commissioned portrait. Our artists are skilled in oil, watercolour and acrylic painting. They can create a portrait of you or a loved one, or a scene of your choice. Contact us for more information. www.artists.com

Turning safe shipping into an artform
 At the heart of our business is the safe shipping of your precious art collection. We have a team of experts who can ensure your collection is transported safely and securely. Contact us for more information. www.safeart.com

A Jewel among West London auctioneers
 Discover the hidden treasures of West London at our auction. We have a wide range of antiques, art and collectables. Contact us for more information. www.auction.com

Piece together your past
 Discover the hidden treasures of your past at our auction. We have a wide range of antiques, art and collectables. Contact us for more information. www.auction.com

The King who became a God
 Discover the hidden treasures of the past at our auction. We have a wide range of antiques, art and collectables. Contact us for more information. www.auction.com

Moving home and selling your valuables?
 Discover the hidden treasures of your past at our auction. We have a wide range of antiques, art and collectables. Contact us for more information. www.auction.com

No compromises, no shortcuts. The finest wine cellarage on Earth
 Discover the hidden treasures of your past at our auction. We have a wide range of antiques, art and collectables. Contact us for more information. www.auction.com

Uncover hidden treasures at auction, online
 Discover the hidden treasures of your past at our auction. We have a wide range of antiques, art and collectables. Contact us for more information. www.auction.com

Release your inner Indiana Jones on an archaeological tour
 Discover the hidden treasures of your past at our auction. We have a wide range of antiques, art and collectables. Contact us for more information. www.auction.com

Learn the experts' secrets with Sotheby's Institute of Art short courses and lectures
 Discover the hidden treasures of your past at our auction. We have a wide range of antiques, art and collectables. Contact us for more information. www.auction.com

Add some style to your home this year
 Discover the hidden treasures of your past at our auction. We have a wide range of antiques, art and collectables. Contact us for more information. www.auction.com

2.3m

Average print readership of *Daily Mail*

63%

are ABC1

79%

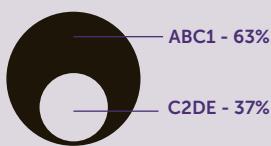
choose to only read a weekend newspaper

53

minutes is the average time spent reading

DEMOGRAPHICS

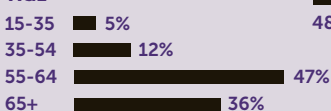
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

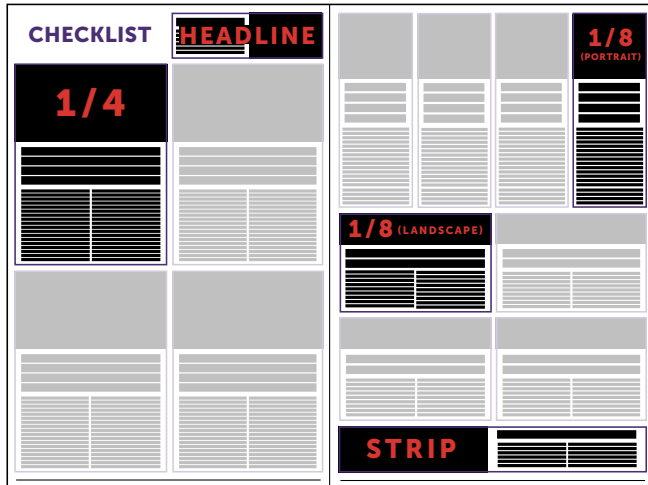
RATE CARD

Third page	£13,800
Quarter page	£10,350
Sixth page	£6,900
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

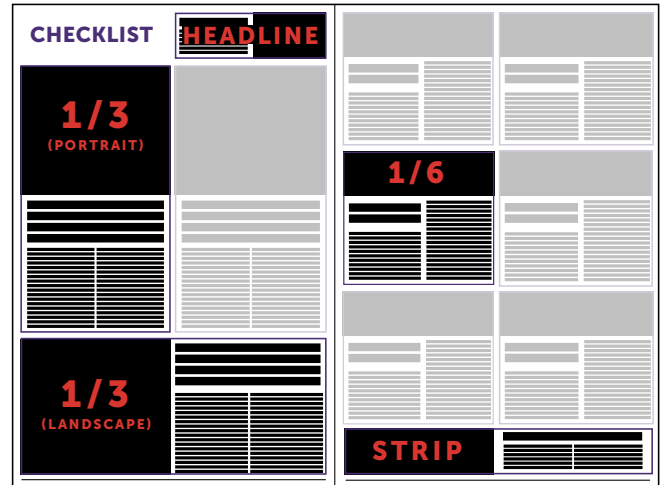
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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)

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