

# Health, Beauty and Fitness checklist



**PUBLISHED IN** **YOU** **MAGAZINE** **WITH THE** **The Mail**

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

Health, Beauty and Fitness Checklist is a full-colour, double-page spread of advertorial content published in *You Magazine*.

With a weekly print readership of 1.6 million, *You Magazine* reaches a wide audience of primarily female readers. **Health, Beauty and Fitness Checklist** serves as an essential guide for these readers who are interested in self-improvement, taking care of their health, and discovering the latest in cosmetics and leading an active lifestyle. It will provide everything they need to make positive changes and lead a happier lifestyle.

It showcases a high-quality selection of products and services ranging from specialist clinics, styling products, beauty and cosmetics, to alternative therapies, supplements, diet and fitness solutions, new trends and activewear.

Published on a Friday, **Health, Beauty and Fitness Checklist** is the perfect vehicle for getting your brand in front of a stylish, engaged and influential audience, highly susceptible and confident in making their buying decisions.

## PARTICULARLY CONSIDERING

- 31% of *You Magazine* readers spend more on womenswear than the average woman
- *You Magazine* has a weekly print readership of 1.6 million
- 18% of readers agree that beauty and styling products help them to feel good about themselves
- *You Magazine* readership is made up of 63% female and 37% male and readers.

# 1.6m

Weekly print readership of *YOU Magazine*

# 18%

more likely to agree beauty and styling products "help me feel good about myself"

# 18%

more likely to only use good quality toiletries

# 31%

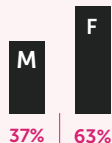
spent more on womenswear vs the average woman

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### GENDER



### AVERAGE AGE

# 56

## DISTRIBUTION

- 839,600 copies of *YOU Magazine* published
- 1,600,000 average issue readership
- National distribution

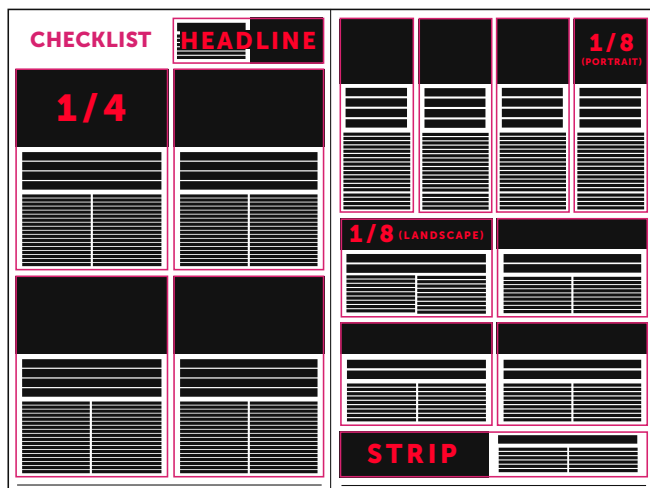
## RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,000
Competition upgrade	£1,000

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

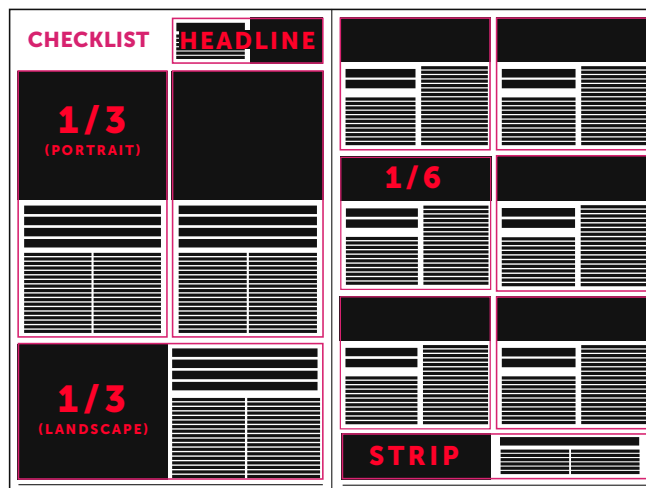
## 1/4 , 1/8 FEATURE REQUIREMENTS

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



## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### QUARTER PAGE

<b>Total word count</b>	130-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images + logo

### EIGHTH PAGE

<b>Total word count</b>	65-75 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP

<b>Total word count</b>	80-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images + logo

### THIRD PAGE

<b>Total word count</b>	160-200 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

<b>Total word count</b>	80-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE

<b>Total word count</b>	30-40 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

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Company number: 08375910 VAT number: 161866882

Health, Beauty and Fitness Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *YOU Magazine*

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

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