

# Best of British checklist



PUBLISHED WITH **The Mail**  
ON SUNDAY

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



Best of British Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published in the *Mail on Sunday*.

*Mail on Sunday* readers have an average of £47,902 in savings and investments, which is £22,000 more than the UK average. This wealthy readership believe it is worth paying extra for quality products and services. **Best of British Checklist** will therefore serve as an essential guide for readers looking to invest in British products and memorabilia to commemorate the Coronation of Charles III and Camilla.

**Best of British Checklist** showcases a high-quality selection of quintessentially British and Coronation themed products and services, ranging from food & drink, fashion, days out, attractions and limited edition memorabilia.

Published the weekend of the Coronation of Charles III and Camilla, the **Best of British 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 and a greater disposable income to spend on the best of UK-made products and services at a time of national celebration.

## PARTICULARLY CONSIDERING

- 65% of *Mail on Sunday* readers are in the ABC1 social demographic
- *Mail on Sunday* readers are known for their spending power
- *Mail on Sunday* readers have an average of £47,902 in savings and investments.

### Best of British checklist

**The finest premium men's grooming products**

**THE LANGHAM LONDON**

**Best British gifts - Olivia Burton's Tea Party collection**

**MADE IN BRITAIN - the registered mark for British quality and provenance**

**Original Queen Victoria Gold Half Sovereign - a genuine 130-year-old rarity**

**Step into spring in style with the Ted Baker sunglasses range**

**The most innovative AGA cooker yet**

**Look for the Red Tractor!**

**Where jewellery meets creativity**

**Help protect the health of the Armed Forces family with a gift in your Will**

**CHOOSE FROM A VARIETY OF GIFT BOXES, FROM £25 TO £150**

**THE LANGHAM LONDON**

**OLIVIA BURTON**

**MADE IN BRITAIN**

**THE LONDON MINT OFFICE**

**TED BAKER LONDON**

**AGA**

**RED TRACTOR**

**ELIZABETH GAGE**

**SSFA**

# 2.1m

Average print readership of *Mail on Sunday*

# 65%

are ABC1

# 79%

choose to only read a weekend newspaper

# 53

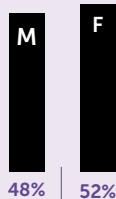
minutes is the average time spent reading

## DEMOGRAPHICS

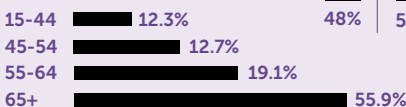
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

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

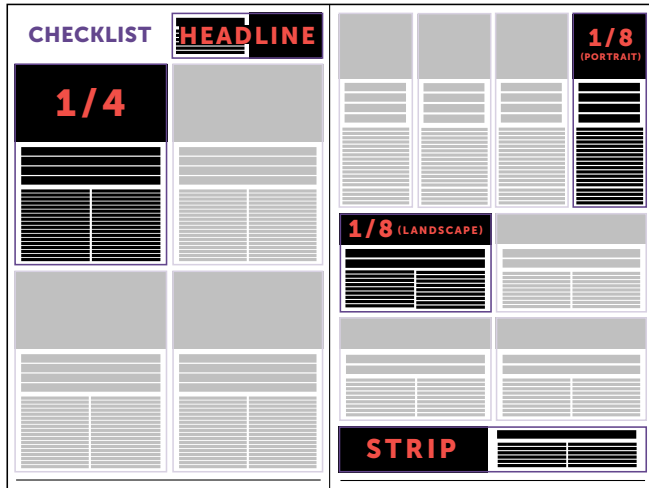
## RATE CARD

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

<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: 134.5 x 71.7 mm  
Portrait: 65.25 x 147.7 mm

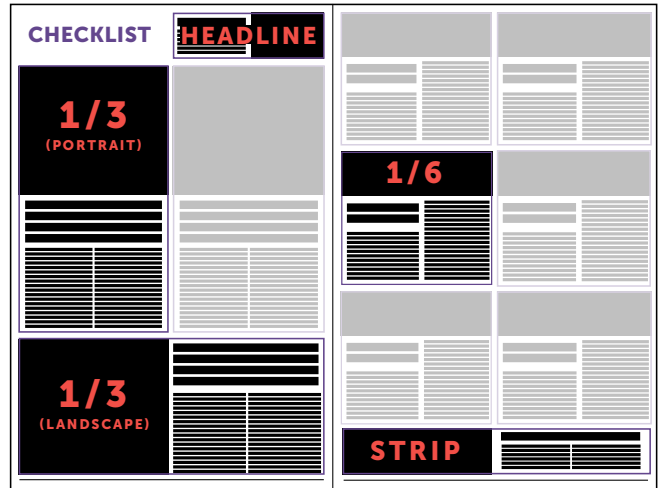
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 273 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: 273 x 97 mm  
Portrait: 134.5 x 198.7 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: 134.5 x 97 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: 134.5 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

Best of British 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](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

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