

# Retirement Living checklist



**PUBLISHED WITH 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 *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. The **Retirement Living Checklist** will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for those looking to care for their parents in retirement.

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

Published on a Sunday, The **Retirement Planning Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership who are either concerned about their parents' retirement options, or planning and reconsidering their own.

## 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
- 79% of readers choose to only read weekend newspapers and spend an average of 53 minutes reading the paper.

### Retirement Living checklist

Plan your retirement for the future now so you can look after your parents with the best of the best products, services and organisations from the *Mail on Sunday*.

[www.mailonSunday.com/retirement](http://www.mailonSunday.com/retirement)

#### Renew your body!

A body regeneration programme... [www.regeneron.co.uk](http://www.regeneron.co.uk)

#### In need of surgery? Why wait?

Can 100 patients... [www.acornstairlifts.com](http://www.acornstairlifts.com)

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

The Joy Club... [www.thejoyclub.com](http://www.thejoyclub.com)

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

Acorn Stairlifts... [www.acornstairlifts.com](http://www.acornstairlifts.com)

#### Discover what's waiting for you with a Danbury Campervan

Danbury Campervans... [www.danburycampervans.co.uk](http://www.danburycampervans.co.uk)

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

The Planning... [www.inspiredillips.com](http://www.inspiredillips.com)

#### Inspired choices for retirement living

Inspired Choices... [www.inspiredchoices.co.uk](http://www.inspiredchoices.co.uk)

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

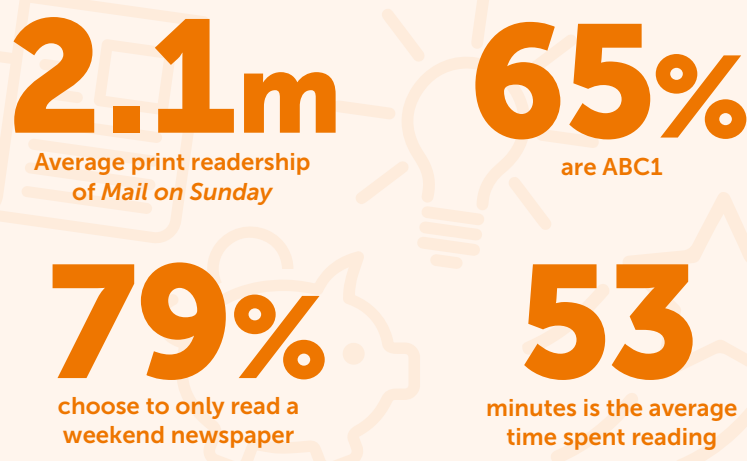
SunLife... [www.sunlife.co.uk](http://www.sunlife.co.uk)

#### Knee pain sufferers unite with Neo G

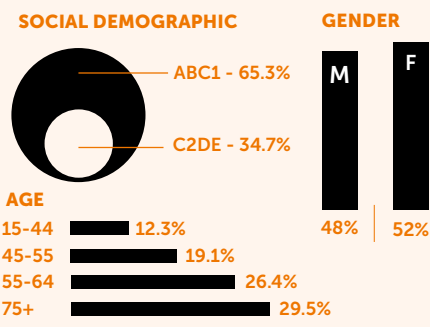
Neo G... [www.neo-g.co.uk](http://www.neo-g.co.uk)

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

Pensionplan... [www.pensionplan.co.uk](http://www.pensionplan.co.uk)



## DEMOGRAPHICS



## 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**

Sources: PAMCo 2 2020, ABC 12 2020, MailMetroMedia. Last updated Feb 21

