

Food and Drink 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)



The **Food & Drink 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. The **Food & Drink Checklist** will serve as an essential guide for readers who are passionate about food to rethink the way they eat and drink.

The **Food & Drink Checklist** showcases a high-quality selection of products and services to benefit the food-savvy, ranging from gourmet goods, kitchen tech and gadgets to epicurean travel experiences, wines, spirits and cocktails, and seasonal dining options. Recipe boxes, healthier offerings, and luxury gifts are also among the products and services that readers can pore over for culinary inspiration.

The **Food & Drink Checklist** is the perfect opportunity to showcase your brand to a readership of foodies open to trying their hand at alternative culinary trends and cuisines from around the world, as well those eager to transform the way they eat in and dine out.

PARTICULARLY CONSIDERING

- *You Magazine* has a weekly print readership of 1.6 million
- *You Magazine* is known for its seductive food journalism
- 66% of *You Magazine* readers are in the ABC1 social demographic
- *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%

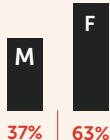
spent more on womenswear vs the average woman

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



AVERAGE AGE

56

DISTRIBUTION

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

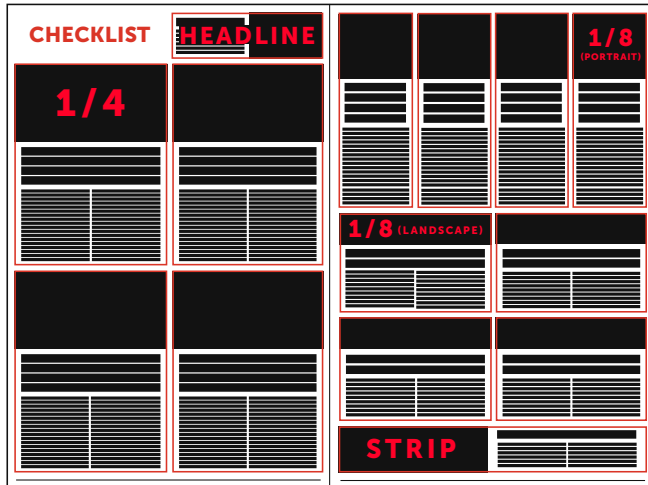
RATE CARD

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

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

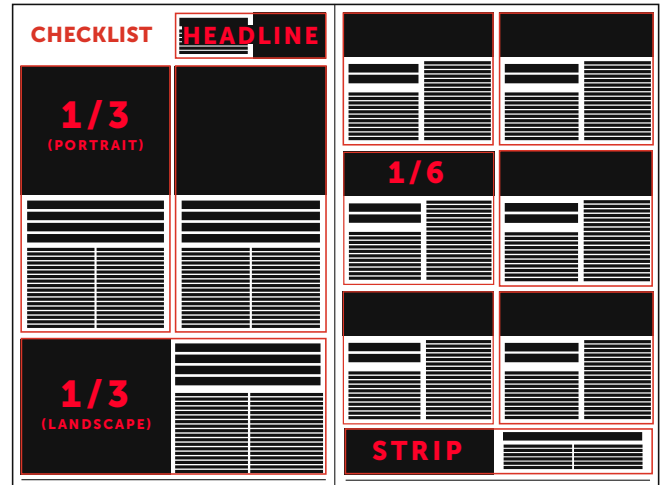
1/4 , 1/8 FEATURE REQUIREMENTS

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

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

EIGHTH PAGE

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

STRIP

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

THIRD PAGE

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

SIXTH PAGE

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

HEADLINE

Total word count	30-40 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

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Food and Drink 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

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