

Gadgets, Tech and Gaming 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 Gadgets, Tech and Gaming Checklist is a full-colour, tabloid-sized, double-page spread of advertorial content published in *The Sun* newspaper.

The Sun is Britain's No.1 selling newspaper in the UK, selling 18 copies a second. As a brand, it reaches over 33 million adults each month. The Sun's readers know that the best things in life aren't free. They are always interested in getting value for their money – and particularly so when it comes to gaming and electronics.

The Gadgets, Tech and Gaming Checklist showcases a high-quality selection of the latest in gadgets and gizmos to make everyday life that little bit easier at home, in school, or in the office, as well as cutting-edge electronics, smart home technology, and video games for all ages.

The Gadgets, Tech and Gaming Checklist is the perfect shop window for brands and organisations to benefit from an engaged audience who are interested in all the latest in practical and recreational technology and electronics.

PARTICULARLY CONSIDERING

- £7 in every £10 of UK expenditure on computers, mobile phones and tablets comes from *The Sun* audience
- *The Sun* readers are 11% more likely than average to be interested in reading technology content
- Almost 2 in 5 love to buy new gadgets and appliances
- 76% of all hours spent online in the UK each week come from *The Sun* audience
- 2 in 5 readers plan to purchase a new computer, smartphone, tablet or connected device in the next 12 months.

Gadgets, Tech and Gaming checklist

Just insert, tip, pour then enjoy

Tap into the super-sharp Razer Blade laptop

VR for family fun or business team-building

Take creative control with the Fujifilm X-T100

Score a PS4 bundle with FIFA 20 for just £199

Yamaha: Ahead of the curve for 130 years

Retro gaming to a modern standard

Stay close to what means the most with Vodafone Curve, the Smart GPS Tracker available on Amazon

Give the gift of wireless headphones from MIXX Audio

Currys PC World

go

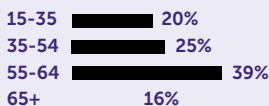
FUJIFILM

DEMOGRAPHICS

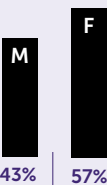
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 800,000 Sunday print circulation
- 1,900,000 Sunday print readership
- Distributed UK wide (excluding *The Scottish Sun*)

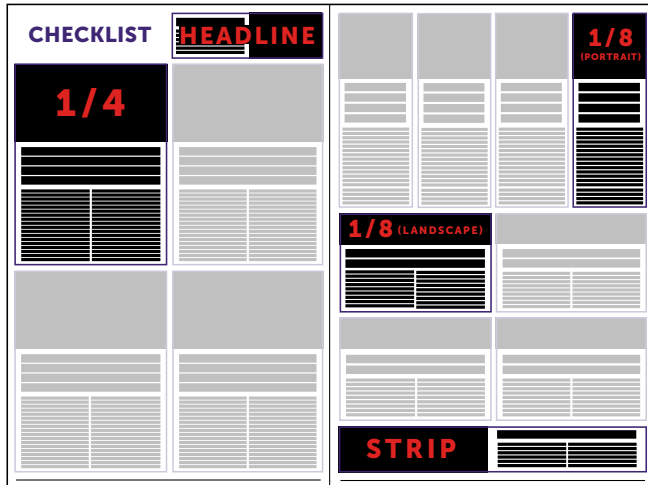
RATE CARD

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: 132 x 136.6 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: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

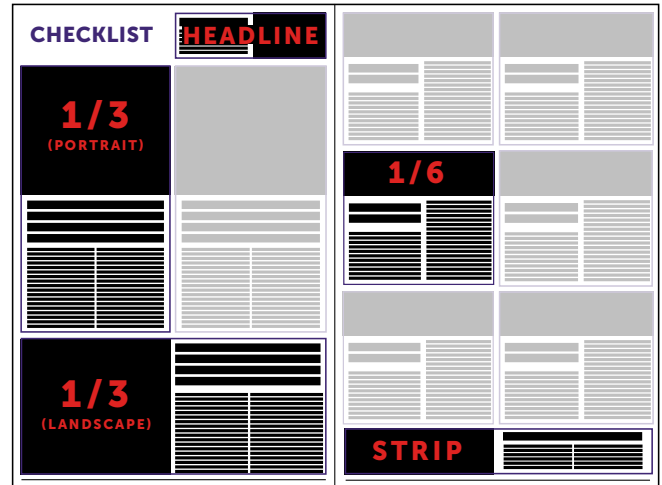
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 268 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: 268 x 89.7 mm
Portrait: 183.6 x 132 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: 132 x 89.7 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 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

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