

# Health and Wellbeing *checklist*



PUBLISHED WITH **THE Sun** ON SUNDAYS

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

Health & Wellbeing 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 good value – and increasingly so when it comes to their health and wellbeing.

This is their essential guide to help them make positive changes in order to lead a healthier lifestyle. It showcases a selection of high-quality products and services, including specialist food supplements, alternative therapies, and diet and fitness advice to help them get in shape for summer.

Published in the Saturday edition of *The Sun*, the **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from the biggest newspaper readership in the UK, interested in improving their health and wellbeing.

## PARTICULARLY CONSIDERING

- *The Sun* readers are over 50% more likely to purchase something as a result of seeing an advert in the newspaper.
- Research has shown that £1 in every £7 spent on groceries is spent by a *Sun* reader
- *Sun* readers spent over £5bn on 12.5 million holidays and short breaks in the last year

### Health and Wellbeing *checklist*

**Advertisement**

#### Making long-term care a positive choice

**Quantum Care** [www.quantumcare.co.uk](http://www.quantumcare.co.uk)

Quantum Care is a leading provider of care services for older people. We offer a range of services including care homes, residential care, and care at home. Our services are designed to support people to live as independently as possible for as long as they can. We offer a range of services including care homes, residential care, and care at home. Our services are designed to support people to live as independently as possible for as long as they can.

#### Treat your swallowing and reflux problems

**IQoro** [www.iqoro.com](http://www.iqoro.com)

IQoro is a revolutionary device that helps to improve swallowing and reflux. It is a small, portable device that you use before meals. It helps to relax the muscles in the throat and improve the flow of food into the stomach. This helps to reduce the risk of choking and reflux. IQoro is a small, portable device that you use before meals. It helps to relax the muscles in the throat and improve the flow of food into the stomach. This helps to reduce the risk of choking and reflux.

#### Looking to build your own home gym?

**JUL** [www.jul.co.uk](http://www.jul.co.uk)

JUL is a leading provider of home gym equipment. We offer a range of products including treadmills, exercise bikes, and gym machines. Our products are designed to help you get in better shape and improve your health. We offer a range of products including treadmills, exercise bikes, and gym machines. Our products are designed to help you get in better shape and improve your health.

#### When blisters strike, carry on with Compeed

**Compeed** [www.compeed.co.uk](http://www.compeed.co.uk)

Compeed is a leading provider of blister treatment products. We offer a range of products including Compeed patches and Compeed cream. Our products are designed to help you get rid of blisters quickly and painlessly. We offer a range of products including Compeed patches and Compeed cream. Our products are designed to help you get rid of blisters quickly and painlessly.

#### High-quality contact lenses at affordable prices delivered straight to your door

**VisionDirect** [www.visiondirect.co.uk](http://www.visiondirect.co.uk)

VisionDirect is a leading provider of contact lenses. We offer a range of products including contact lenses, contact lens solutions, and contact lens cases. Our products are designed to help you see clearly and comfortably. We offer a range of products including contact lenses, contact lens solutions, and contact lens cases. Our products are designed to help you see clearly and comfortably.

#### Why protein should be top of your priority list

**UP BEAT** [www.upbeat.co.uk](http://www.upbeat.co.uk)

UP BEAT is a leading provider of protein supplements. We offer a range of products including protein powder, protein bars, and protein shakes. Our products are designed to help you build muscle and improve your health. We offer a range of products including protein powder, protein bars, and protein shakes. Our products are designed to help you build muscle and improve your health.

#### Book at-home massage and more on the Urban app

**URBAN** [www.urbanapp.co.uk](http://www.urbanapp.co.uk)

URBAN is a leading provider of at-home massage services. We offer a range of services including at-home massage, at-home spa treatments, and at-home beauty treatments. Our services are designed to help you relax and improve your health. We offer a range of services including at-home massage, at-home spa treatments, and at-home beauty treatments. Our services are designed to help you relax and improve your health.

#### Knee pain sufferers unite with Neo G

**Neo G** [www.neog.co.uk](http://www.neog.co.uk)

Neo G is a leading provider of knee pain relief products. We offer a range of products including Neo G patches and Neo G cream. Our products are designed to help you get rid of knee pain quickly and painlessly. We offer a range of products including Neo G patches and Neo G cream. Our products are designed to help you get rid of knee pain quickly and painlessly.

#### Making iron better...

**IRON** [www.iron.co.uk](http://www.iron.co.uk)

IRON is a leading provider of iron supplements. We offer a range of products including iron tablets, iron powder, and iron capsules. Our products are designed to help you improve your iron levels and improve your health. We offer a range of products including iron tablets, iron powder, and iron capsules. Our products are designed to help you improve your iron levels and improve your health.

# 1.9m

Saturday print readership of *The Sun*

# 404k

of Sun readers have a family income over £50k

# 36%

of regular Sun readers say they take action after seeing adverts

# 35s

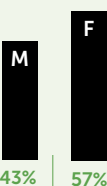
More under 35s read *The Sun* than the 3 main leading competitors combined

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

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

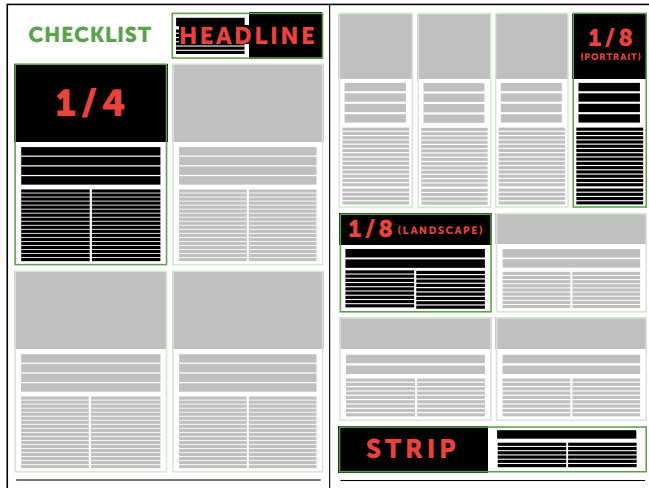
## RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,750
Competition upgrade	£1,000

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

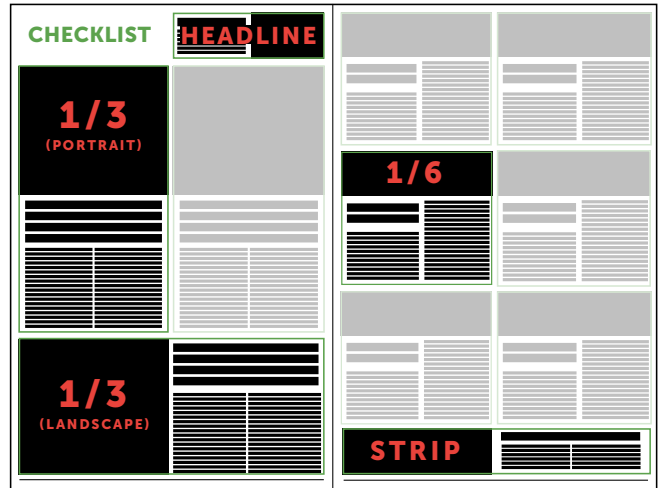
## 1/4 , 1/8 FEATURE REQUIREMENTS

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

Portrait: 132 x 136.6 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: 132 x 66.25 mm  
Portrait: 64 x 136.6 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: 268 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

### THIRD PAGE

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

Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Sun*

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

### MEDIA SALES

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The UK's trusted media partner