

# Mum and Baby 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)

**Mum & Baby 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. This wealthy readership believes it is worth paying extra for quality products and services for improving homes and adding value.

**Mum & Baby Checklist** acts as a useful guide for parents and expecting parents when it comes to making important choices for their little ones.

**Mum & Baby Checklist** showcases a high-quality selection of products and services to benefit all mums and mums to be, ranging from food and drink options, fashion essentials, and parenting advice to family-friendly travel destinations and family finances.

Published on a Sunday, the **Mum & Baby Checklist** serves as an essential guide for parents, packed with inspiration for how to give their children the best start in life. It is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

## PARTICULARLY CONSIDERING

- Mail on Sunday* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- Mail on Sunday* readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average
- 83% of *Mail on Sunday* readers are homeowners, so spending quality time at home is important.



**Feel secure using the best car seat for your child**

With over 10 years of experience, Silver Cross is a leading manufacturer of car seats. Our range of car seats is designed to provide the best protection for your child, with a focus on safety, comfort and ease of use. Our car seats are available in a range of colours and designs to suit your style.

**Watch them blossom – parenting made simpler**

With over 10 years of experience, Silver Cross is a leading manufacturer of car seats. Our range of car seats is designed to provide the best protection for your child, with a focus on safety, comfort and ease of use. Our car seats are available in a range of colours and designs to suit your style.

**Natural skin and haircare products for your little one**

With over 10 years of experience, Silver Cross is a leading manufacturer of car seats. Our range of car seats is designed to provide the best protection for your child, with a focus on safety, comfort and ease of use. Our car seats are available in a range of colours and designs to suit your style.

**Wake them up with a spring in their step**

With over 10 years of experience, Silver Cross is a leading manufacturer of car seats. Our range of car seats is designed to provide the best protection for your child, with a focus on safety, comfort and ease of use. Our car seats are available in a range of colours and designs to suit your style.

**The pushchair designed for every journey**

With over 10 years of experience, Silver Cross is a leading manufacturer of car seats. Our range of car seats is designed to provide the best protection for your child, with a focus on safety, comfort and ease of use. Our car seats are available in a range of colours and designs to suit your style.

**The original Baby Movement Monitor – up all night, so you don't need to be**

With over 10 years of experience, Silver Cross is a leading manufacturer of car seats. Our range of car seats is designed to provide the best protection for your child, with a focus on safety, comfort and ease of use. Our car seats are available in a range of colours and designs to suit your style.

**2.1m**

Average print readership of *Mail on Sunday*

**65%**

are ABC1

**79%**

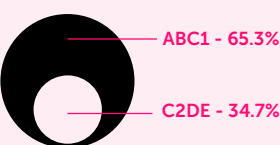
choose to only read a weekend newspaper

**53**

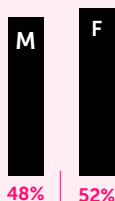
minutes is the average time spent reading

## DEMOGRAPHICS

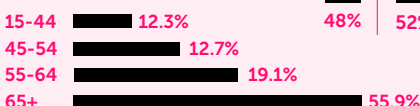
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

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

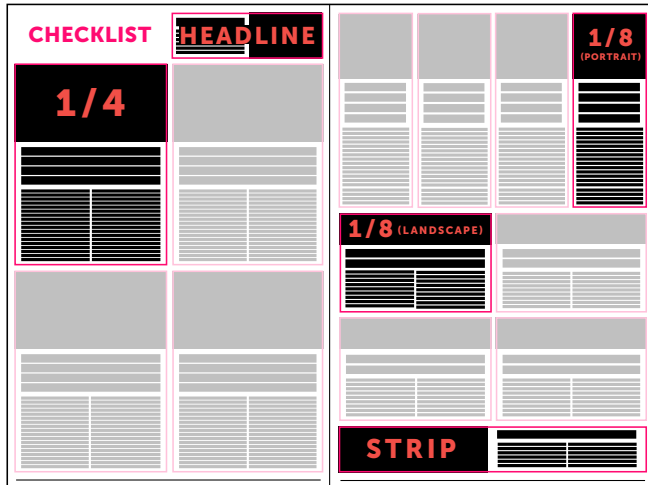
## RATE CARD

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

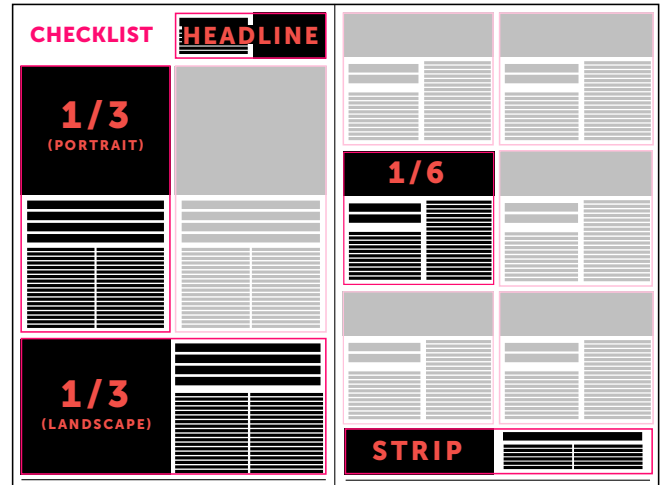
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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

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Company number: 08375910 VAT number: 161866882

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