

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)

The **Mum & Baby Checklist** is a full-colour, tabloid-sized double-page spread of advertorial content published on Sundays in *The Sun*.

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 their family.

The **Mum & Baby Checklist** serves as the essential guide to help new and expectant mothers make the best choices for themselves and their children.

Packed with inspiration for how to give their kids the best start in life, **Mum & Baby Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from healthy food and drink options, fashion essentials, new mum advice and family finances.

Published on a Sunday, the **Mum & Baby Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

PARTICULARLY CONSIDERING

- In a typical week, *Sun* readers are involved in 16 million conversations about children's products
- The *Sun* audience contains more under 35s than the three main leading competitors combined.

The collage features several advertisements:

- Mum and Baby checklist**: A small version of the main checklist.
- naturala**: Natural skin and haircare products for little ones.
- Angelcare**: The original baby movement monitor.
- Stokke**: Pushchairs designed for every journey.
- Green Sheep**: Baby bedding and nursery products.
- Bumps & Burpees**: Pre- and post-natal online fitness classes.
- Newbie**: Welcome to the magical world of Newbie baby products.
- Bluebell**: Sensitive detergent for sensitive skin.
- Bright Horizons**: Baby food and drink options.

1.9m Saturday print readership of *The Sun*

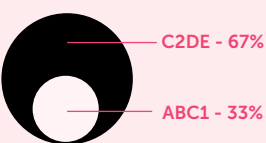
404k of *Sun* readers have a family income over £50k

36% of regular *Sun* readers say they take action after seeing adverts

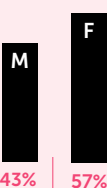
35s More under 35s read *The Sun* than the 3 main leading competitors combined

DEMOGRAPHICS

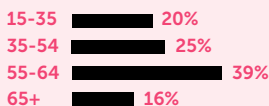
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

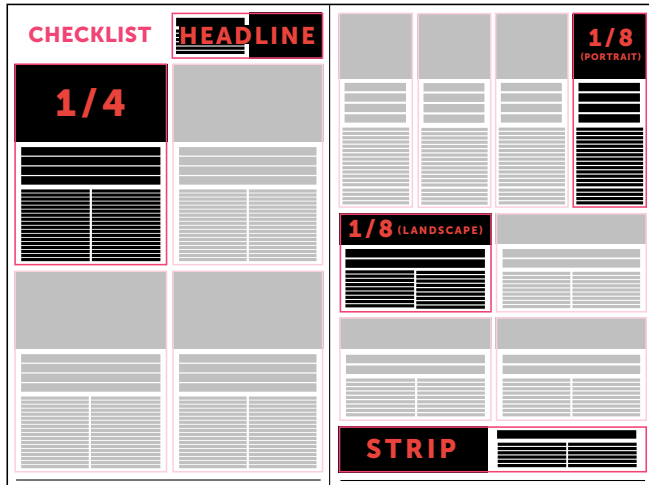
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,000
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

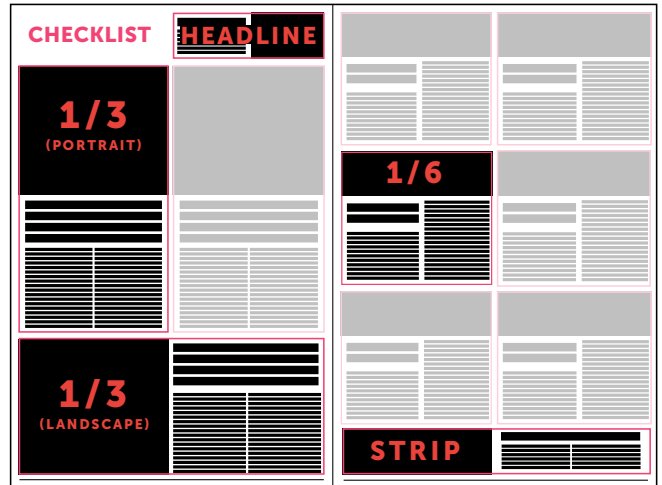
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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