

Best of Christmas



PUBLISHED WITH **The Mail**

ON SUNDAY

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

The **Best of Christmas** is a full-colour, tabloid-sized, double-page spread of advertorial content published in *The Mail on Sunday*.

The Mail on Sunday readers have an average of £47,902 in savings and investments. This wealthy readership believe it is worth paying extra for quality products and services. The **Best of Christmas** will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods and fantastic gifts to celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

The **Best of Christmas**, published at the most popular time to start present planning, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

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
- The average time spent reading *The Mail On Sunday* is 72 minutes
- 83% of readers are homeowners, so spending time enjoying quality food and drink at home is important.

Best of Christmas

For festive inspiration, check out our selection of gifts, experiences, and all the things that make the Christmas season so special.

Parker Pens - for true pen connoisseurs

Whether you're looking for a classic Parker fountain pen or a modern Parker ballpoint pen, we have the perfect pen for you. Parker pens are known for their quality and durability, and they make a great gift for anyone who loves to write.

Price's Candles embrace the scent of Christmas

Price's Candles are the perfect way to bring the warmth and fragrance of Christmas into your home. Our candles are made from the finest scented oils and are available in a variety of sizes and shapes to suit your needs.

Get ready for festive feasting

Whether you're looking for a festive dinner or a Christmas pudding, we have the perfect food for you. Our festive foods are made from the finest ingredients and are available in a variety of sizes and shapes to suit your needs.

Win the ultimate festive pamper kit

Whether you're looking for a festive pamper kit or a Christmas gift, we have the perfect pamper kit for you. Our pamper kits are made from the finest ingredients and are available in a variety of sizes and shapes to suit your needs.

Christmas at Purdey

Whether you're looking for a festive Christmas dinner or a Christmas gift, we have the perfect Christmas dinner for you. Our Christmas dinners are made from the finest ingredients and are available in a variety of sizes and shapes to suit your needs.

Gift yourself the future you

Whether you're looking for a festive gift or a Christmas gift, we have the perfect gift for you. Our gifts are made from the finest ingredients and are available in a variety of sizes and shapes to suit your needs.

Their favourite memories wrapped up

Whether you're looking for a festive gift or a Christmas gift, we have the perfect gift for you. Our gifts are made from the finest ingredients and are available in a variety of sizes and shapes to suit your needs.

Give the gift of theatre with Theatre Tokens

Whether you're looking for a festive gift or a Christmas gift, we have the perfect gift for you. Our gifts are made from the finest ingredients and are available in a variety of sizes and shapes to suit your needs.

Nextbase 622GW Dash Cam

Whether you're looking for a festive gift or a Christmas gift, we have the perfect gift for you. Our gifts are made from the finest ingredients and are available in a variety of sizes and shapes to suit your needs.

2.1m

Average print readership of Mail on Sunday

65%

are ABC1

79%

choose to only read a weekend newspaper

53

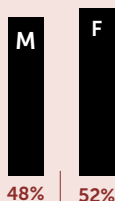
minutes is the average time spent reading

DEMOGRAPHICS

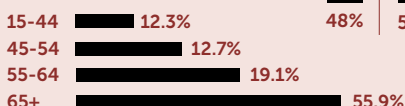
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

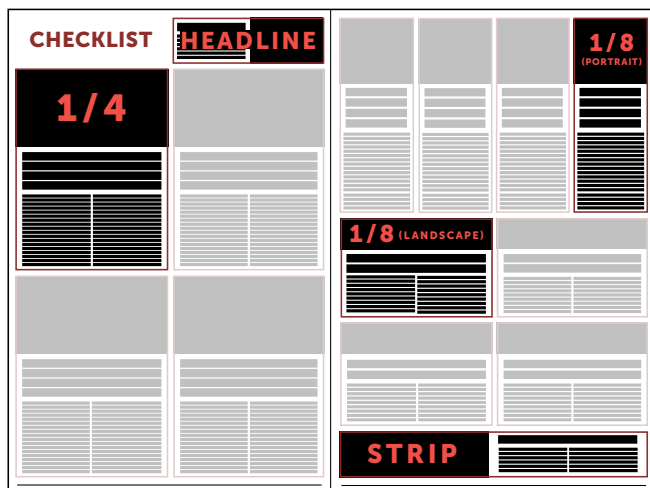
RATE CARD

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

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: 134.5 x 71.7 mm
Portrait: 65.25 x 147.7 mm

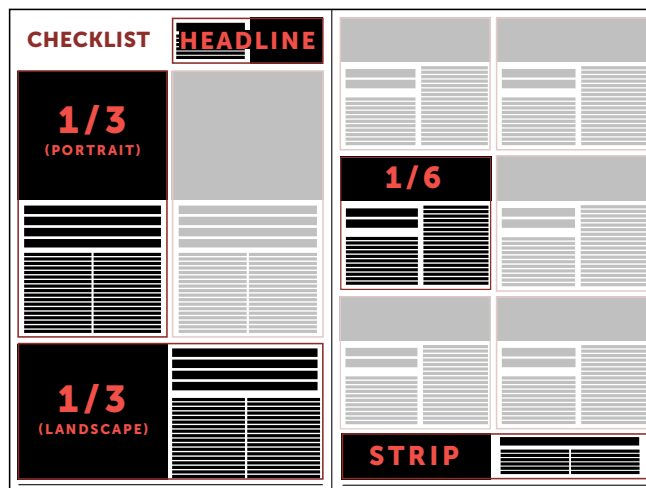
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 273 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: 273 x 97 mm
Portrait: 134.5 x 198.7 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: 134.5 x 97 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: 134.5 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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Best of is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Mail on Sunday*

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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