

# Best of Christmas



PUBLISHED WITH **The Mail** ON SUNDAYS

(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.

ADVERTISEMENT

### Best of Christmas

Discover British-made designs from Conway Stewart

Whether you'd like to escape to the other side of the world or various countries closer to home, these limited edition pens are sure to be an eye-catching conversation starter.

Read more online! Visit [thisweeksonline.com](http://thisweeksonline.com) and follow @thisweeksonline

Reminisce on your days spent in the sun for years to come

With the sun shining and the sea breeze in your hair, it's time to reminisce on your days spent in the sun. The **Best of Christmas** is the perfect time to celebrate your summer memories with a collection of beautiful, limited edition postcards. Each set features a different scene from a popular holiday destination, and is perfect for sending to friends and family to share your memories.

Read more online! Visit [thisweeksonline.com](http://thisweeksonline.com) and follow @thisweeksonline

A corking way to savour your glass of wine

There's nothing more relaxing than a good glass of wine. And there's nothing more indulgent than a good glass of wine. The **Best of Christmas** is the perfect time to celebrate your wine drinking with a collection of beautiful, limited edition wine glasses. Each set features a different scene from a popular wine region, and is perfect for sending to friends and family to share your wine drinking.

Read more online! Visit [thisweeksonline.com](http://thisweeksonline.com) and follow @thisweeksonline

Time to unlock the value in your luxury watches?

There's nothing more valuable than a good watch. And there's nothing more valuable than a good watch. The **Best of Christmas** is the perfect time to celebrate your watch collecting with a collection of beautiful, limited edition watches. Each set features a different scene from a popular watch brand, and is perfect for sending to friends and family to share your watch collecting.

Read more online! Visit [thisweeksonline.com](http://thisweeksonline.com) and follow @thisweeksonline

Remarkable sculptures from around the world

There's nothing more remarkable than a good sculpture. And there's nothing more remarkable than a good sculpture. The **Best of Christmas** is the perfect time to celebrate your sculpture collecting with a collection of beautiful, limited edition sculptures. Each set features a different scene from a popular sculpture brand, and is perfect for sending to friends and family to share your sculpture collecting.

Read more online! Visit [thisweeksonline.com](http://thisweeksonline.com) and follow @thisweeksonline

Festive scents and long-lasting candles

There's nothing more festive than a good candle. And there's nothing more festive than a good candle. The **Best of Christmas** is the perfect time to celebrate your candle collecting with a collection of beautiful, limited edition candles. Each set features a different scene from a popular candle brand, and is perfect for sending to friends and family to share your candle collecting.

Read more online! Visit [thisweeksonline.com](http://thisweeksonline.com) and follow @thisweeksonline

The ultimate Classy Christmas gift guide

There's nothing more classy than a good gift. And there's nothing more classy than a good gift. The **Best of Christmas** is the perfect time to celebrate your gift giving with a collection of beautiful, limited edition gifts. Each set features a different scene from a popular gift brand, and is perfect for sending to friends and family to share your gift giving.

Read more online! Visit [thisweeksonline.com](http://thisweeksonline.com) and follow @thisweeksonline

**2.1m**  
Average print readership of *Mail on Sunday*

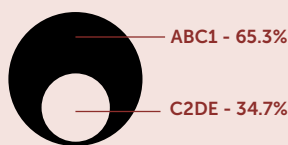
**65%**  
are ABC1

**79%**  
choose to only read a weekend newspaper

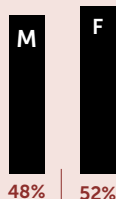
**53**  
minutes is the average time spent reading

## DEMOGRAPHICS

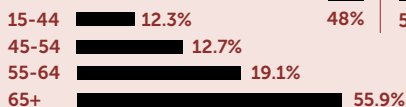
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

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

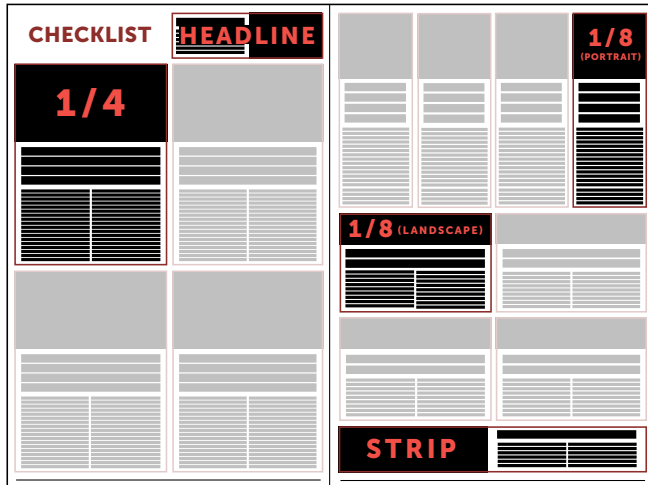
## RATE CARD

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

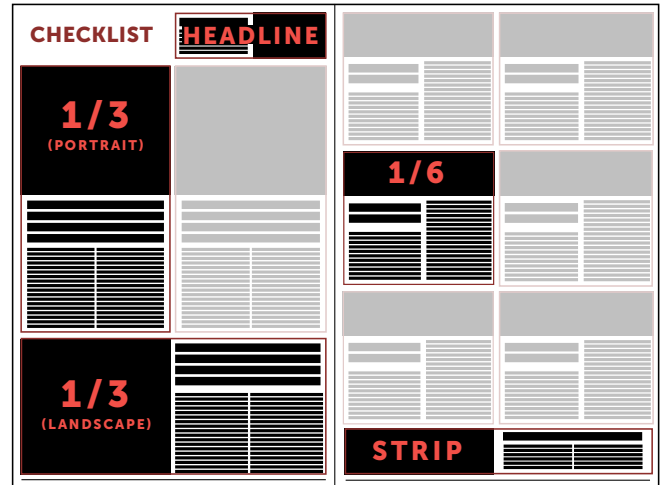
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

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](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

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### PRODUCTION DEPARTMENT

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[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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The UK's trusted media partner