Christmas

checklist ☑

PUBLISHED WITH **Mirror** ON SATURDAYS

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

The Christmas Checklist is a full-colour, tabloid-sized, double-page spread of advertorial content published in the *Daily Mirror*.

With *Daily Mirror* readers admitting to spending on average £342 on Christmas presents, the Christmas Checklist 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.

As *Daily Mirror* readers are 46% more likely to buy gifts for 15 people or more, the Christmas Checklist, 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

- Around 746,000 readers are main shoppers for their household
- An estimated 233,000 readers are parents of under 18s
- Of all readers, 557,000 are aged 55+.

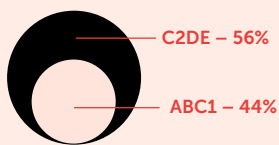**910k** readership of *Daily Mirror*

56% of readers are C2DE

Readers spend **39** minutes on average reading the paper
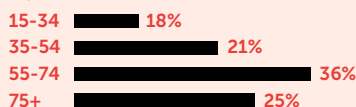
61% of readers are 55 and over

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

- C2DE – 56%
- ABC1 – 44%

GENDER

F 49%   M 50%

AGE

- 15-34 — 18%
- 35-54 — 21%
- 55-74 — 36%
- 75+ — 25%
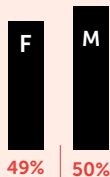
DISTRIBUTION

- *Daily Mirror* has a circulation of 287,000
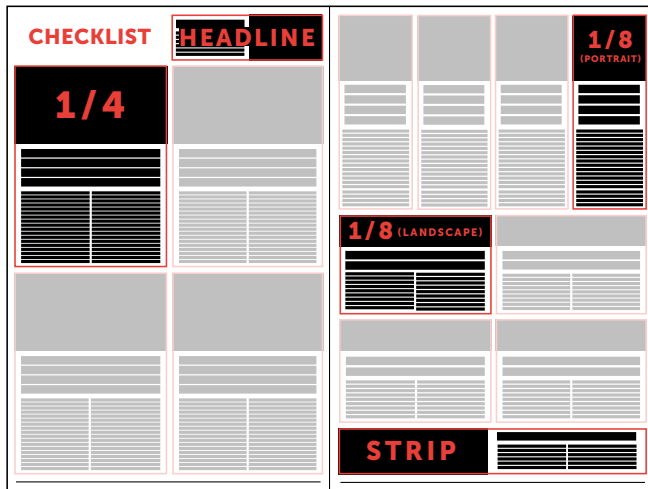- 910,000 is the average readership
- Distributed UK wide

RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/8 FEATURE REQUIREMENTS

CHECKLIST HEADLINE 1/4 1/8 (PORTRAIT) 1/8 (LANDSCAPE) STRIP

QUARTER PAGE
Portrait: 131.5 x 137.7 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
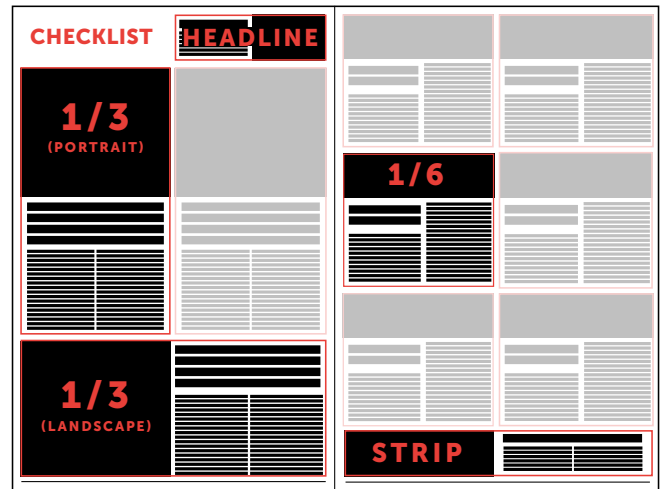**Landscape:** 131.5 x 67 mm
Portrait: 63.9 x 137.7 mm

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

STRIP **Landscape:** 267 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

CHECKLIST HEADLINE 1/3 (PORTRAIT) 1/6 1/3 (LANDSCAPE) STRIP

THIRD PAGE
Landscape: 267 x 90.4 mm
Portrait: 131.5 x 185 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: 131.5 x 90.4 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:** 131.5 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*. 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 by **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.

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