

Best of British *checklist* ✓

PUBLISHED WITH Daily Mail ON SATURDAYS

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



Best of British Checklist is a full-colour, A4-sized double-page spread of advertorial content published in the Saturday edition of the Daily Mail.

Daily Mail 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. Best of British Checklist will therefore service as an essential guide for readers who are proud of their heritage and are looking for new and exciting ways to spend their money and make their contribution to British businesses.

The Best of British Checklist showcases a high-quality selection of quintessentially British products and services, ranging from food & drink, fashion, gadgets & technology, travel, days out and attractions.

Published on a Saturday, the Best of British Checklist is the perfect shop window for brands and organisations looking to benefit from a readership that choose to only read a weekend newspaper, and have more time to spend with their newspaper than a weekday instalment and a greater disposable income to spend on the best of UK-made products and services.

PARTICULARLY CONSIDERING

- Daily Mail readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- Daily Mail readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average
- 74% of readers live in the affluent south of England.

Best of British checklist

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The finest in premium men's grooming products

For the finest in premium men's grooming products, look no further than the experts at **Barber & Co.** Their range of products is carefully selected to ensure the highest quality and performance. Visit www.barberandco.co.uk for more information.

Long-lasting candles and reed diffusers

For long-lasting candles and reed diffusers, look no further than the experts at **Price's Candles**. Their range of products is carefully selected to ensure the highest quality and performance. Visit www.pricescandles.co.uk for more information.

An original Queen Victoria Gold Half Sovereign - a genuine 130-year-old rarity

For an original Queen Victoria Gold Half Sovereign, look no further than the experts at **London Mint Office**. Their range of products is carefully selected to ensure the highest quality and performance. Visit www.londonmintoffice.co.uk for more information.

Discover the new Land Rover at Kentdale

For the new Land Rover, look no further than the experts at **Kentdale**. Their range of products is carefully selected to ensure the highest quality and performance. Visit www.kentdale.co.uk for more information.

Piece together your past

For the past, look no further than the experts at **Butler & Hill**. Their range of products is carefully selected to ensure the highest quality and performance. Visit www.butlerandhill.co.uk for more information.

The most innovative AGA cooker yet

For the most innovative AGA cooker yet, look no further than the experts at **AGA**. Their range of products is carefully selected to ensure the highest quality and performance. Visit www.aga.co.uk for more information.

Look for the Red Tractor!

For the Red Tractor, look no further than the experts at **Red Tractor**. Their range of products is carefully selected to ensure the highest quality and performance. Visit www.redtractor.co.uk for more information.

Go wild for the UK's top safari experience

For the UK's top safari experience, look no further than the experts at **Port Lympne**. Their range of products is carefully selected to ensure the highest quality and performance. Visit www.portlympne.co.uk for more information.

Gorgeously British luxury gift sets

For gorgeously British luxury gift sets, look no further than the experts at **Baylis & Harding**. Their range of products is carefully selected to ensure the highest quality and performance. Visit www.baylisandharding.co.uk for more information.

2.3m

Average print readership of Daily Mail

63%

are ABC1

79%

choose to only read a weekend newspaper

53

minutes is the average time spent reading

DEMOGRAPHICS

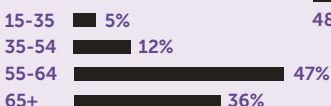
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 1,600,000 average circulation
- 2,300,000 average print readership
- Distributed UK wide

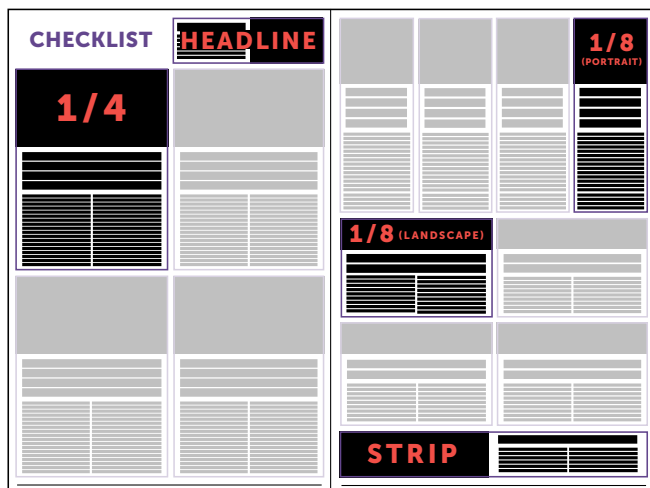
RATE CARD

Third page	£13,800
Quarter page	£10,350
Sixth page	£6,900
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

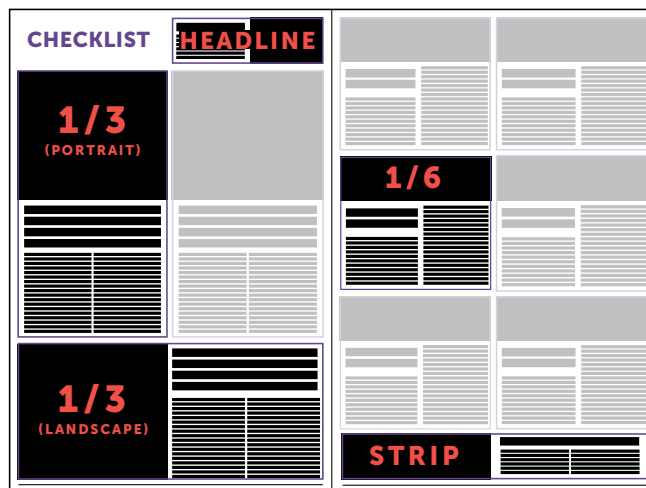
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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