

# Best of Travel

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 Travel** is a full-colour, tabloid 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. Which is why **Best of Travel** is the perfect shop window for brands and organisations to benefit from an affluent audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas.

The **Best of Travel** showcases a selection of products and services to benefit those planning day trips and long weekends, along with upcoming summer retreats – whilst highlighting some of the best holiday destinations, accommodations, tourist attractions and spa breaks.

Published on a Saturday, the **Best of Travel** presents an amazing opportunity to directly target a new, affluent and actively engaged audience, nationally.

## 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.

### Best of Travel

Explore the world in style at a time to suit you

Looking for adventure? It's time to visit Danbury, one of the most beautiful villages in the UK. Danbury is a small village in the heart of the Cotswolds, with a population of just 100. It's a perfect base for exploring the surrounding countryside, or for simply relaxing in the village's many pubs and restaurants. Danbury is a beautiful village, with a population of just 100. It's a perfect base for exploring the surrounding countryside, or for simply relaxing in the village's many pubs and restaurants.

Call 01454 710000 or visit [danbury.com](http://danbury.com)

### Campsites that are gentle on the environment

The Camping and Caravanning Club has a selection of campsites that are gentle on the environment. These campsites are designed to be as close to nature as possible, with no electricity, no running water, and no toilets. They are perfect for those who want to enjoy the great outdoors without the hassle of modern amenities.

Visit [www.campingclub.co.uk](http://www.campingclub.co.uk) for more information.

### Micro jump starter packs a powerful punch

The new Ring 10000mAh Micro Jump Starter is a powerful little device that can jump start your car in under 10 seconds. It's perfect for those who are often out on the road and need a reliable way to get their car started. The Ring 10000mAh Micro Jump Starter is a powerful little device that can jump start your car in under 10 seconds.

Visit [www.ring.com](http://www.ring.com) for more information.

### Stylish and light: a fold-up electric bike

The new e-go 1000 is a stylish and light electric bike that is perfect for commuting or leisure riding. It has a foldable frame, so it's easy to store in a car or take on the train. The e-go 1000 is a stylish and light electric bike that is perfect for commuting or leisure riding.

Visit [www.ego-bikes.co.uk](http://www.ego-bikes.co.uk) for more information.

### What's the point of a dedicated GPS device in these days of smartphones? Here are some reasons

There are many reasons why you should consider getting a dedicated GPS device. First, they are more accurate than smartphone apps. Second, they have longer battery life. Third, they are easier to use. Fourth, they are more reliable. Fifth, they are more secure. Sixth, they are more accurate. Seventh, they have longer battery life. Eighth, they are easier to use. Ninth, they are more reliable. Tenth, they are more secure.

Visit [www.setmap.com](http://www.setmap.com) for more information.

### Save on holiday camping: as much as 30% off!

The Camping and Caravanning Club has a selection of campsites that are perfect for holiday camping. These campsites are designed to be as close to nature as possible, with no electricity, no running water, and no toilets. They are perfect for those who want to enjoy the great outdoors without the hassle of modern amenities.

Visit [www.campingclub.co.uk](http://www.campingclub.co.uk) for more information.

### Unlock the benefits of vehicle security with Gearmate

The new Gearmate 1000 is a powerful vehicle security system that can protect your car from theft and vandalism. It has a long battery life, so it can last for up to 10 years. The Gearmate 1000 is a powerful vehicle security system that can protect your car from theft and vandalism.

Visit [www.gearmate.co.uk](http://www.gearmate.co.uk) for more information.

### Exploration experiences for curious canines

The new Cheddar 1000 is a powerful exploration experience for curious canines. It has a long battery life, so it can last for up to 10 years. The Cheddar 1000 is a powerful exploration experience for curious canines.

Visit [www.cheddar.co.uk](http://www.cheddar.co.uk) for more information.

### Embrace a UK camping trip this summer

The new Camp-let 1000 is a powerful camping experience for this summer. It has a long battery life, so it can last for up to 10 years. The Camp-let 1000 is a powerful camping experience for this summer.

Visit [www.camp-let.co.uk](http://www.camp-let.co.uk) for more information.

3m

Average print readership of *Daily Mail*

63%

are ABC1

79%

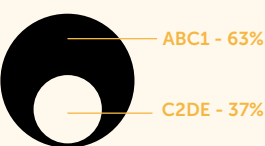
choose to only read a weekend newspaper

53

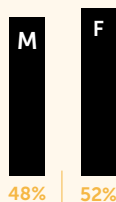
minutes is the average time spent reading

## DEMOGRAPHICS

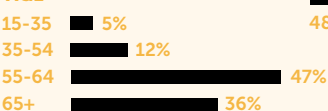
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- 1,134,184 average circulation
- 3,021,000 average print readership
- Distributed UK wide

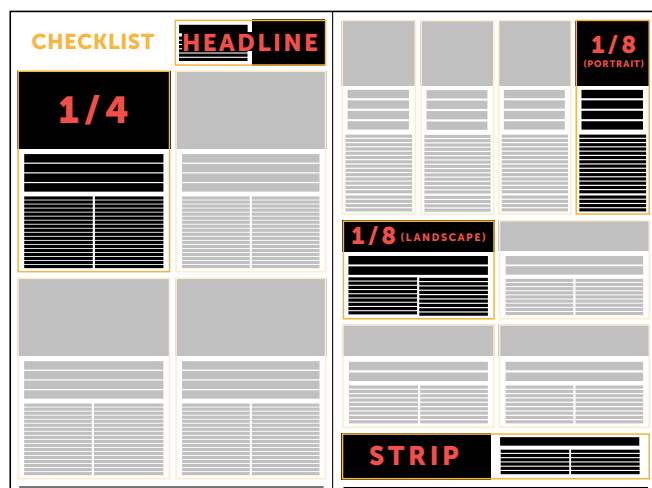
## RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
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

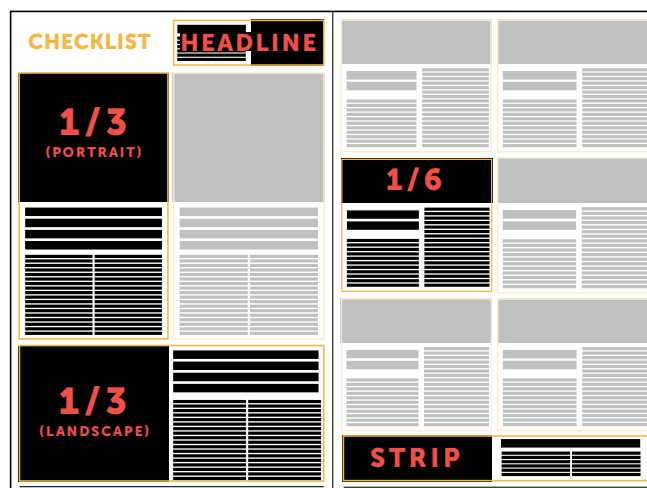
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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

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

All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

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