

# Best of Retirement



## PUBLISHED WITH Daily Mail

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

**Best of Retirement** is a full-colour, tabloid-sized double-page spread of advertorial content published in the the *Daily Mail*.

**Best of Retirement** serves as an essential guide for an older generation, with a readership of 48% men and 52% women. This wealthy readership believes it is worth paying extra for quality products and services during their later years.

Whether readers are already enjoying retirement, or providing care for elderly relatives, **Best of Retirement** is full of inspirational ideas to help this mature audience make the most of their time and money. It showcases a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published in the *Daily Mail*, **Best of Retirement** is the perfect shop window for brands and organisations to benefit from a mature readership who are already enjoying or simply planning ahead for their own retirement.

### 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
- 83% of Daily Mail readers are homeowners, so spending quality time indoors is important.

### Best of Retirement

From finding the perfect place to live to taking a scenic trip, these products and services can add comfort and joy to your – or a loved one's – retirement

#### Experience luxury retirement living at Battersea Place – London's exclusive retirement village

Battersea Place is a unique retirement village, designed for those who want to live in a vibrant, modern community. It offers a range of housing options, from private apartments to shared houses, all with access to a wealth of facilities and services. The village is set in a beautiful location, with easy access to the city and the countryside. It's a place where you can enjoy the best of both worlds.



#### Robot arm assisted hip and knee replacements

At the University of Manchester, a team of researchers has developed a robot arm that can assist with hip and knee replacements. This technology can help to reduce the risk of complications and speed up the recovery process. It's a significant step forward in minimally invasive surgery.



#### Let your love of music live on with a gift in your will

Music is a powerful force, and it can be a great way to leave a legacy. There are now ways to ensure that your loved ones can continue to enjoy your music collection after you're gone. It's a thoughtful gift that can last for generations.



#### Save The Asian Elephants an urgent request for help

Asian elephants are facing a crisis. Poaching and habitat loss are threatening their survival. We need your help to protect these magnificent creatures. Please consider making a donation or supporting a conservation project.



#### Loveday: luxury senior living redefined

Loveday is a new way of thinking about senior living. It's a place where you can enjoy the best of both worlds – the comfort of home and the security of a community. Loveday offers a range of services and amenities, all designed to make your life easier and more enjoyable.



#### Where dreams take shape: customisable luxury mobile homes

Mobile homes are no longer just a temporary solution. They can now be a permanent home, offering a range of customisable options to suit your needs. They're a great way to enjoy the outdoors while still having all the comforts of home.



#### Discover the magic of Shetland with Robertson's tours and holidays

Shetland is a beautiful island, full of history and natural beauty. Robertson's tours and holidays offer a chance to explore this amazing destination. You'll see the best of Shetland, from the rugged coastline to the charming villages.



#### Are you over 60 and either planning retirement or already retired?

Retirement is a new chapter in your life. It's a time to relax and enjoy the fruits of your labor. But it's also a time to plan for the future. We can help you with everything from financial planning to legal advice.



#### Unsteady and longing to take more walks?

Walking is a great way to stay active and healthy. But if you're unsteady or have difficulty walking, it can be a challenge. We have solutions for you. Our walking aids can help you walk with confidence and ease.



#### Groove Pillows: the perfect support for restless sleep

Getting a good night's sleep is essential for your health and well-being. Groove Pillows are designed to provide the perfect support for your neck and head, helping you to fall asleep faster and stay asleep longer.



#### A journey like no other

Travel is a wonderful way to see the world and experience new cultures. But it can also be a challenge, especially if you're over 60. We have travel packages designed specifically for older travelers, ensuring a safe and enjoyable journey.



#### Warfield Park: retirement living in one of the UK's most sought after locations

Warfield Park is a premier retirement community, located in one of the most desirable areas of the UK. It offers a range of housing options and amenities, all in a beautiful setting. It's a place where you can enjoy the best of life.



2.3m

Average print readership of Daily Mail

63%

are ABC1

79%

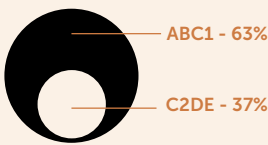
choose to only read a weekend newspaper

53

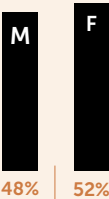
minutes is the average time spent reading

### DEMOGRAPHICS

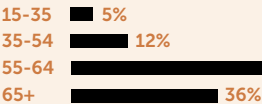
#### SOCIAL DEMOGRAPHIC



#### GENDER



#### AGE



### DISTRIBUTION

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

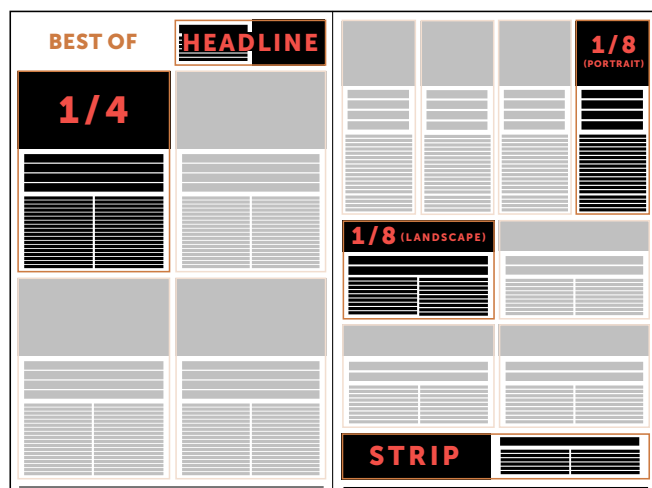
### RATE CARD

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

<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

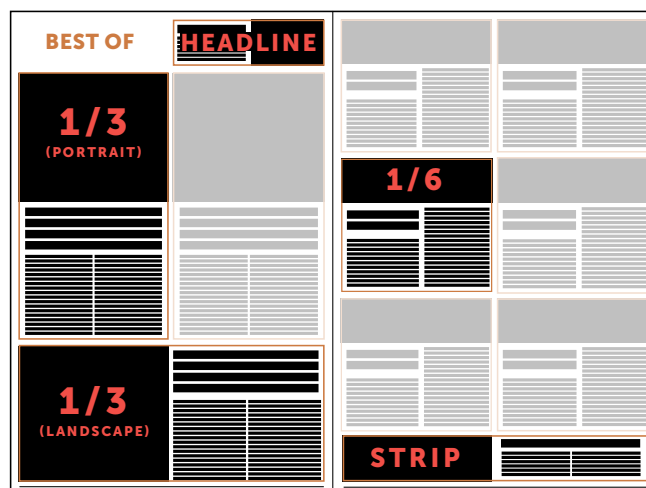
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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

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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 *Daily Mail*

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