

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. The village offers a range of services, including a 24-hour care team, a communal lounge, and a garden. It's a perfect place to live for those who want to enjoy the best of both worlds: a vibrant community and a peaceful retirement.



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

Robertson's tours and holidays offer a unique experience in Shetland. From the rugged coastline to the rich history of the islands, there's something for everyone. Enjoy the best of Shetland with Robertson's tours and holidays.



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

Financial advice is essential for retirement planning. Our experts offer guidance on how to make the most of your savings and investments. Get the best advice for your retirement.



Robot arm assisted hip and knee replacements

Advanced medical technology is revolutionizing hip and knee replacements. Our experts discuss the benefits of robot-assisted surgery, including faster recovery times and improved outcomes.



Where dreams take shape: customisable luxury mobile homes

Customisable luxury mobile homes offer a unique living experience. From the interior design to the exterior finish, you can create a home that's truly yours. Enjoy the best of luxury living on wheels.



Unstayed and longing to take more walks?

Walking is a great way to stay active and healthy. Our experts offer tips on how to make the most of your walks, including choosing the right route and gear. Get the best advice for your walks.



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

Music is a powerful force. Our experts discuss how to ensure your love of music lives on with a gift in your will. Get the best advice for your music legacy.



Help Musicians

Help Musicians is a charity that supports musicians and composers. Our experts discuss how to support musicians and composers, including through donations and volunteering.



Loveday: luxury senior living redefined

Loveday is a luxury senior living community. Our experts discuss the benefits of Loveday, including a vibrant community and a peaceful retirement.



Groove Pillows: the perfect support for restful sleep

Groove Pillows are the perfect support for restful sleep. Our experts discuss the benefits of Groove Pillows, including improved sleep quality and reduced pain.



A journey like no other

A journey like no other is waiting for you. Our experts discuss the benefits of a unique journey, including a vibrant community and a peaceful retirement.



Save The Asian Elephants an urgent request for help

Save The Asian Elephants is a charity that protects Asian elephants. Our experts discuss how to support Asian elephants, including through donations and volunteering.



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

Warfield Park is a retirement living community in one of the UK's most sought after locations. Our experts discuss the benefits of Warfield Park, including a vibrant community and a peaceful retirement.



2.3m

Average print readership of Daily Mail

63%

are ABC1

79%

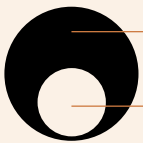
choose to only read a weekend newspaper

53

minutes is the average time spent reading

DEMOGRAPHICS

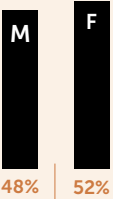
SOCIAL DEMOGRAPHIC



ABC1 - 63%

C2DE - 37%

GENDER



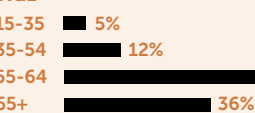
M

F

48%

52%

AGE



15-35

35-54

55-64

65+

5%

12%

47%

36%

DISTRIBUTION

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

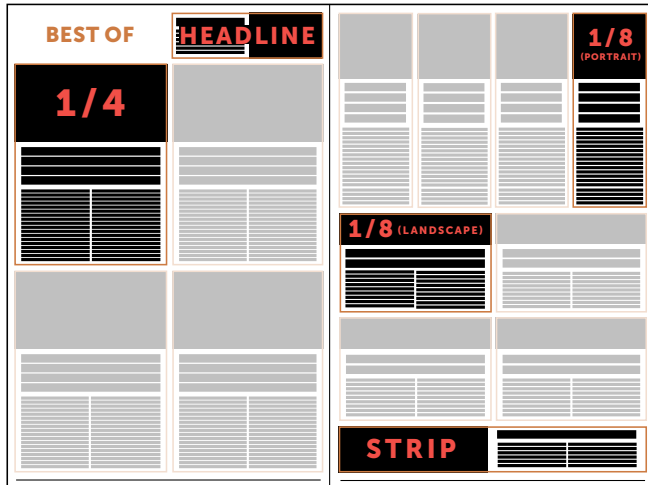
RATE CARD

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

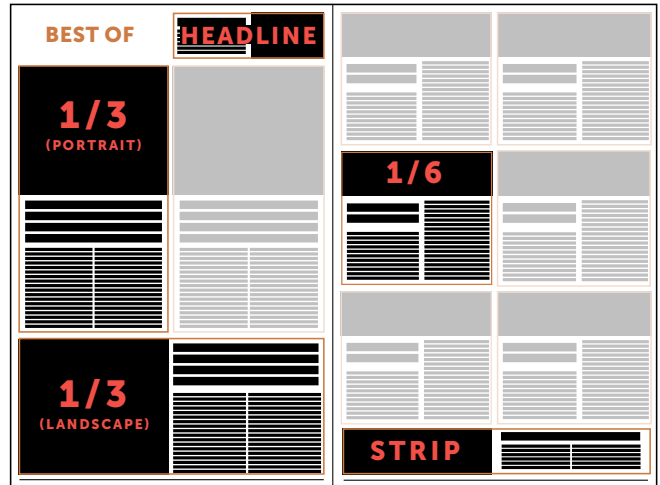
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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

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

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



HURST MEDIA™
The UK's trusted media partner