

# Best of Financial & Legal



**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 Financial & Legal 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. This wealthy readership believes it is worth paying extra for quality products and services. They are also more likely to have an interest in financial services advertising, which makes **Best of Financial & Legal** the perfect guide for these professionals, providing the latest advice for how they can get the most out of their money.

It showcases a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, pensions, retirement and banking options, as well as legal services surrounding conveyancing, commerce, Will writing and probate, inheritance tax, trusts, motoring and dispute resolution.

Published on a Saturday, **Best of Financial & Legal** is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, in one of the most influential papers in the UK.

## PARTICULARLY CONSIDERING

- *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
- 83% of *Daily Mail* readers own a car and 28% own two cars.
- A total of 83% of *Daily Mail* readers are homeowners.

### Best of Financial & Legal

Money, whether you're spending it, saving it or investing it, it makes sense not only to secure your future, but also to protect you and your family's interests with smart legal advice.

**Revolutionising divorce paperwork**

Divorce is a stressful time, and the process can be even more so if you have to deal with the legal aspects. The **Divorce Revolution** is a new online service that makes the process of getting a divorce much easier. It's a simple, straightforward process that can be completed in just a few days. The service is available to all couples who are looking to get a divorce, and it's a great way to save time and money. The service is available to all couples who are looking to get a divorce, and it's a great way to save time and money.

**Plan ahead with a Choice Funeral Plan**

When it comes to your funeral, you want to make sure you have everything sorted. The **Choice Funeral Plan** is a new online service that makes it easy to plan your funeral. It's a simple, straightforward process that can be completed in just a few days. The service is available to all couples who are looking to get a divorce, and it's a great way to save time and money.

**Swift and fair inheritance settlements through mediation**

When it comes to your inheritance, you want to make sure you have everything sorted. The **Choice Inheritance Plan** is a new online service that makes it easy to plan your inheritance. It's a simple, straightforward process that can be completed in just a few days. The service is available to all couples who are looking to get a divorce, and it's a great way to save time and money.

**Are you owed money from mis-sold PPI commissions?**

If you've been mis-sold PPI, you may be owed money. The **PPI Claims Service** is a new online service that makes it easy to claim your money. It's a simple, straightforward process that can be completed in just a few days. The service is available to all couples who are looking to get a divorce, and it's a great way to save time and money.

**Are high fees eating into your investment returns?**

If you're paying high fees on your investments, you may be able to save money. The **Investment Fee Service** is a new online service that makes it easy to find the best investment. It's a simple, straightforward process that can be completed in just a few days. The service is available to all couples who are looking to get a divorce, and it's a great way to save time and money.

### A private company share-trading solution

Share trading can be a complex and costly process. The **Share Trading Solution** is a new online service that makes it easy to trade shares. It's a simple, straightforward process that can be completed in just a few days. The service is available to all couples who are looking to get a divorce, and it's a great way to save time and money.

**Save where you stand with your finances**

When it comes to your finances, you want to make sure you have everything sorted. The **Finance Saving Service** is a new online service that makes it easy to save money. It's a simple, straightforward process that can be completed in just a few days. The service is available to all couples who are looking to get a divorce, and it's a great way to save time and money.

**Beware the risks of DIY estate administration**

When it comes to your estate, you want to make sure you have everything sorted. The **Estate Administration Service** is a new online service that makes it easy to administer your estate. It's a simple, straightforward process that can be completed in just a few days. The service is available to all couples who are looking to get a divorce, and it's a great way to save time and money.

**Secure your wealth**

When it comes to your wealth, you want to make sure you have everything sorted. The **Wealth Protection Service** is a new online service that makes it easy to protect your wealth. It's a simple, straightforward process that can be completed in just a few days. The service is available to all couples who are looking to get a divorce, and it's a great way to save time and money.

**2.3m**

Average print readership of *Daily Mail*

**63%**

are ABC1

**79%**

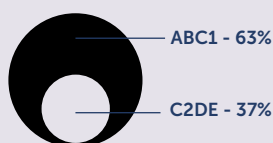
choose to only read a weekend newspaper

**53**

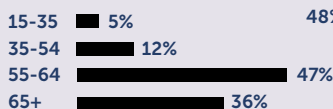
minutes is the average time spent reading

## DEMOGRAPHICS

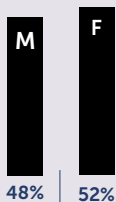
### SOCIAL DEMOGRAPHIC



### AGE



### GENDER



## DISTRIBUTION

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

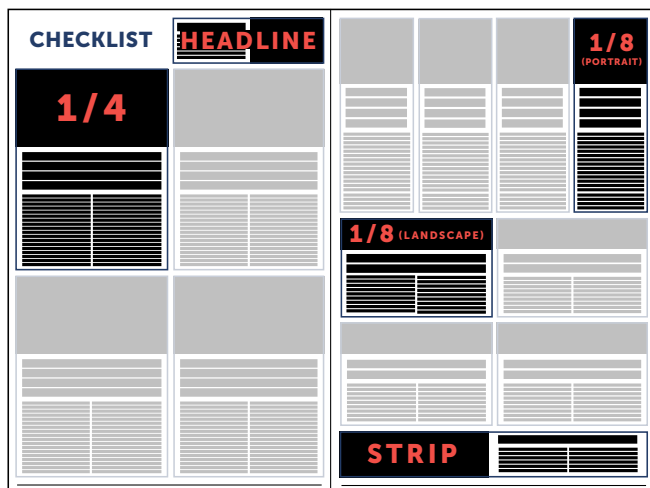
## RATE CARD

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

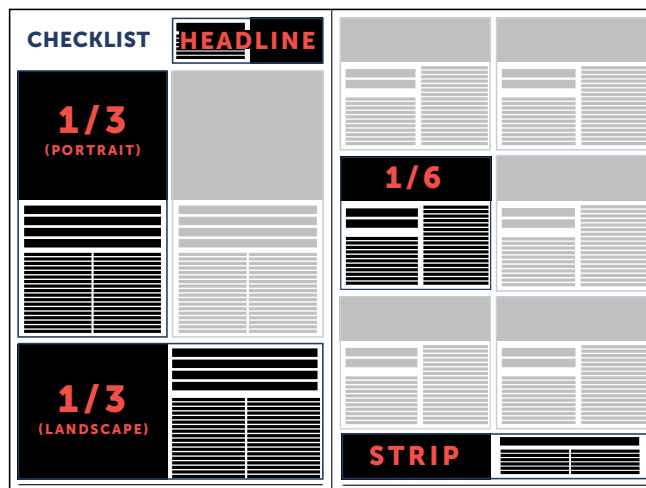
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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

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

Financial & Legal 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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### MEDIA SALES

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**HURST MEDIA**  
The UK's trusted media partner