

# Best of Retirement



PUBLISHED WITH **The Mail** ON SUNDAYS

(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 *Mail on Sunday*.

*Mail on Sunday* readers have an average of £47,902 in savings and investments, which is £22,000 more than the UK average. **Best of Retirement** will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for those looking to care for their parents in retirement.

It will showcase a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published on a Sunday, **Best of Retirement** is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

## PARTICULARLY CONSIDERING

- 65% of *Mail on Sunday* readers are in the ABC1 social demographic
- Mail on Sunday* readers are known for their spending power
- Mail on Sunday* readers have an average of £47,902 in savings and investments
- 79% of readers choose to only read weekend newspapers and spend an average of 53 minutes reading the paper.

### Best of Retirement

Plan for your retirement or find out more about how you can look after your parents with our round-up of the best gardening, job, support group and homecare solutions

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

Battersea Place is London's first ever retirement village, offering a unique blend of luxury living and community. Residents enjoy a range of facilities including a swimming pool, gym, and 24-hour care. The village is set in a beautiful location with easy access to transport and shopping.

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

Experience the beauty of Shetland with Robertson's tours and holidays. From the rugged coastline to the historic towns, there's something for everyone. Enjoy the best of Shetland with a guided tour or a self-drive holiday.

#### Are you over 50 and either planning retirement or already retired?

Find out more about retirement planning and how to make the most of your retirement. Our experts offer advice on everything from pensions to healthcare.

### Warfield Park: Retirement Living in One of the UK's Most Sought-After Locations

Warfield Park is a retirement village in one of the UK's most sought-after locations. It offers a range of retirement living options, from independent living to care homes. The park is set in a beautiful location with easy access to transport and shopping.

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

Where dreams take shape: customisable luxury mobile homes. These homes offer a range of luxury features and are fully customisable to suit your needs. They are perfect for those who want to live in a mobile home without compromising on quality.

### Unstayed and longing to take more walks?

Unstayed and longing to take more walks? Our experts offer advice on how to make the most of your retirement. They provide information on local walking groups and resources.

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

Let your love of music live on with a gift in your will. Our experts offer advice on how to make the most of your retirement. They provide information on local walking groups and resources.

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

Save The Asian Elephants an urgent request for help. Our experts offer advice on how to make the most of your retirement. They provide information on local walking groups and resources.

### Robot arm assisted hip and knee replacements

Robot arm assisted hip and knee replacements. Our experts offer advice on how to make the most of your retirement. They provide information on local walking groups and resources.

### A journey like no other

A journey like no other. Our experts offer advice on how to make the most of your retirement. They provide information on local walking groups and resources.

### Help Musicians

Help Musicians. Our experts offer advice on how to make the most of your retirement. They provide information on local walking groups and resources.

### Lovestay: luxury senior living redefined

Lovestay: luxury senior living redefined. Our experts offer advice on how to make the most of your retirement. They provide information on local walking groups and resources.

### Groove Pillows: The Perfect Support for Restful Sleep

Groove Pillows: The Perfect Support for Restful Sleep. Our experts offer advice on how to make the most of your retirement. They provide information on local walking groups and resources.

2.1m

Average print readership of Mail on Sunday

65%

are ABC1

79%

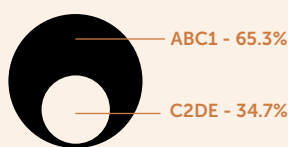
choose to only read a weekend newspaper

53

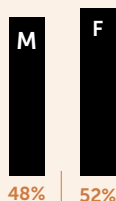
minutes is the average time spent reading

## DEMOGRAPHICS

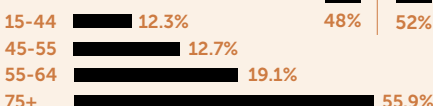
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- 800,000 average circulation of Mail on Sunday
- 2,100,000 average print readership
- Distributed UK wide

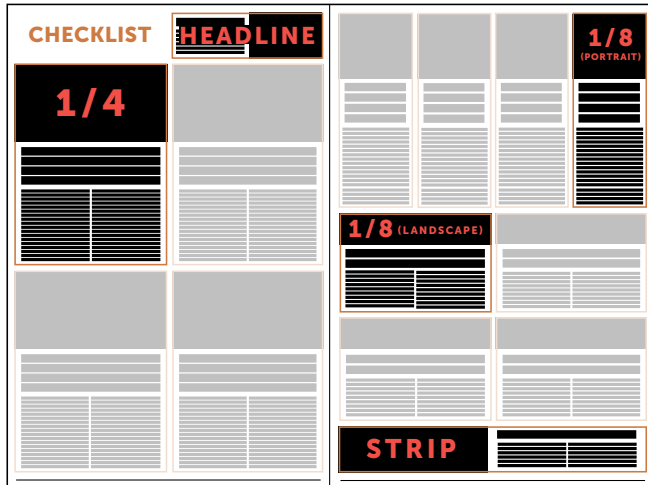
## RATE CARD

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

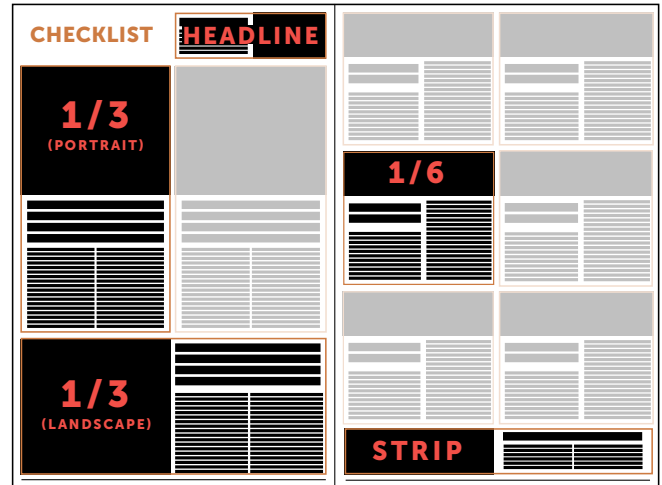
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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

Retirement Planning Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in Mail on Sunday  
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

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4024  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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The UK's trusted media partner