

Christmas checklist



PUBLISHED WITH **THE Sun** ON SUNDAYS

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

The **Christmas Checklist** is a full-colour, tabloid-sized, double-page spread of advertorial content published in *The Sun on Sunday*.

The Sun on Sunday is the Sunday edition of *The Sun*, Britain's number one selling newspaper. *The Sun on Sunday* has a weekly readership of 1.9m adults, meaning that the **Christmas Checklist** will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run-up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods and fantastic gifts to celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

The **Christmas Checklist**, published one month before Christmas, is the perfect vehicle for showcasing your company's products and services to an affluent audience, at a time when they are just beginning to prepare and buy gifts for the festive season ahead.

PARTICULARLY CONSIDERING

- The *Sun* readers are over 50% more likely to purchase something as a result of seeing an advert in the newspaper.
- Research has shown that £1 in every £7 spent on groceries is spent by a *Sun* reader.

Christmas checklist

Gift of choice this Christmas

BEERMULF.COM

It's time to be looking for the ideal gift for the beer lover in your life. Beermulf.com is the ultimate destination for all your beer-related needs. From rare and exclusive bottles to beer-themed merchandise, Beermulf.com has it all. Visit beermulf.com today to explore the world of beer.

No fuss inflation

Visit www.royal.gov.uk to get the Royal Warrant for 2021.

Make Christmas extraordinary with Prestige Flowers

Send your loved ones a truly special Christmas gift with Prestige Flowers. Our expert florists create bespoke arrangements of the finest flowers, delivered straight to your door. Visit prestige-flowers.co.uk to browse our collection.

The fragrance diffuser of the future

Discover the latest in home fragrance technology with the new fragrance diffuser. This innovative device allows you to create a custom scent for your home, keeping the air fresh and fragrant all day long. Visit fragrance-diffuser.co.uk to learn more.

Razer has everything a gamer needs this Christmas

Upgrade your gaming setup with the latest Razer gear. From high-performance PCs to ergonomic gaming chairs, Razer has everything you need to take your gaming to the next level. Visit razer.co.uk to shop now.

Enjoy perfectly poured beer - every time

Beermulf.com is the ultimate destination for all your beer-related needs. From rare and exclusive bottles to beer-themed merchandise, Beermulf.com has it all. Visit beermulf.com today to explore the world of beer.

National Solidarity March Against Antisemitism

Join the National Solidarity March Against Antisemitism on Sunday, December 12th. This important event aims to raise awareness of antisemitism and promote solidarity between communities. For more information, visit solidarity-march.co.uk.

For the ones who see things differently

Discover the world of art and creativity with the new book 'For the ones who see things differently'. This inspiring collection of artwork and stories celebrates the unique perspectives of people with different abilities. Visit for-the-ones.co.uk to purchase your copy.

Inspire your family to reach for the stars

Guinness World Records 2024 is the ultimate guide to breaking world records. From the fastest car to the tallest person, this book is packed with fascinating facts and challenges. Visit guinnessworldrecords.com to learn more.

Gift your loved ones a truly special Christmas

Send your loved ones a truly special Christmas gift with Prestige Flowers. Our expert florists create bespoke arrangements of the finest flowers, delivered straight to your door. Visit prestige-flowers.co.uk to browse our collection.

1.9m Sunday print readership of *The Sun*

of *Sun* readers have a family income over £50k

36% of regular *Sun* readers say they take action after seeing adverts

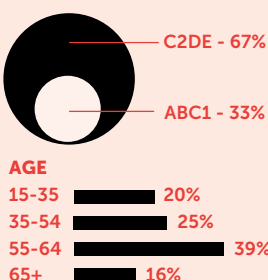
More under

35s

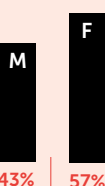
read *The Sun* than the 3 main leading competitors combined

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



DISTRIBUTION

- 800,000 Sunday print circulation
- 1,900,000 Sunday print readership
- Distributed nationwide (excluding *The Scottish Sun*)

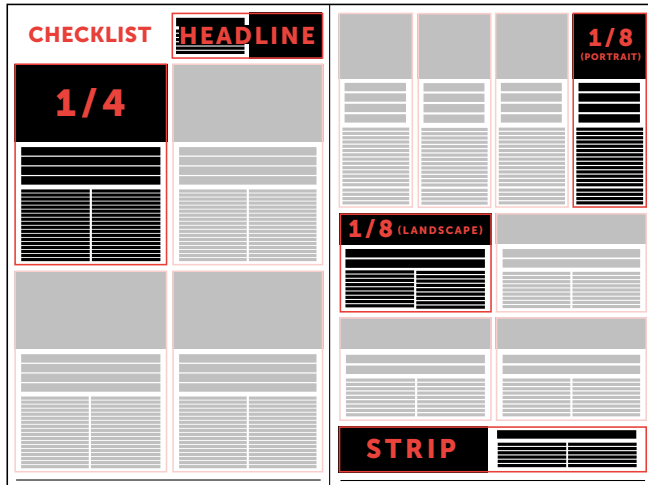
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,750
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: 132 x 136.6 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: 132 x 66.25 mm
Portrait: 64 x 136.6 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: 268 x 42.5 mm

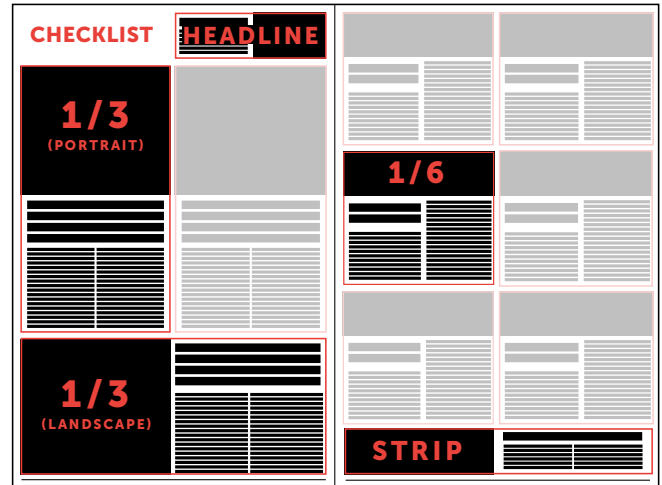
Total word count 120-150 words

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: 268 x 89.7 mm
Portrait: 183.6 x 132 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: 132 x 89.7 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: 132 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 *The Sun*.
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MEDIA SALES

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

PRODUCTION DEPARTMENT

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



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