

Best of Financial

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 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 the perfect guide for these professionals, providing the latest advice for how they can get the most out of their money.

It showcases a carefully curated, high-quality selection of products and services, covering a wide spectrum of financial and lifestyle needs. From property, insurance, and investment opportunities to expert financial advice, pensions, retirement planning, and a range of tailored banking options, it provides readers with trusted solutions designed to support both immediate goals and long-term aspirations.

The Best of Financial 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

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

Revolutionising divorce paperwork

Divorce is a stressful and costly process. The traditional divorce process is often slow and expensive. The new online divorce process is faster, cheaper and more secure. It's the perfect solution for couples who want to get on with their lives.

Plan ahead with a Choice Funeral Plan

Funeral costs are rising and can be a significant financial burden. A Choice Funeral Plan allows you to plan ahead and ensure your family is taken care of. It's a smart way to protect your loved ones.

Swift and fair inheritance settlements through mediation

Mediation is a fast and fair way to resolve inheritance disputes. It's a confidential and cost-effective process that can save you a lot of money and stress.

Are you owed money from mis-sold PPI commissions?

ComplexLaw can help you claim back money from mis-sold PPI commissions. They have a proven track record of success and can help you get the most out of your claim.

Are high fees eating into your investment returns?

Managing Investments can help you reduce high fees and increase your investment returns. They offer a range of services to help you manage your money effectively.

A private company share-trading solution

Share trading can be a complex and costly process. A private company share-trading solution can help you trade shares more easily and securely. It's a smart way to protect your investment.

Save where you stand with your finances

Zable can help you save money on your finances. They offer a range of services to help you manage your money effectively and reduce your costs.

Save and invest all in one place

chip can help you save and invest all in one place. They offer a range of services to help you manage your money effectively and increase your returns.

Safeguard your wealth

Pure Gold can help you safeguard your wealth. They offer a range of services to help you protect your assets and ensure your future financial security.

2.3m Average print readership of Daily Mail

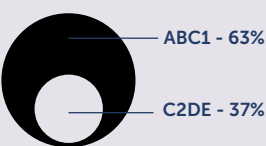
63% are ABC1

79% choose to only read a weekend newspaper

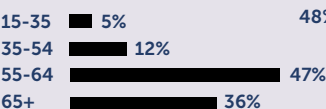
53 minutes is the average time spent reading

DEMOGRAPHICS

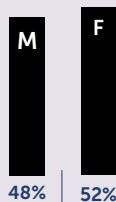
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

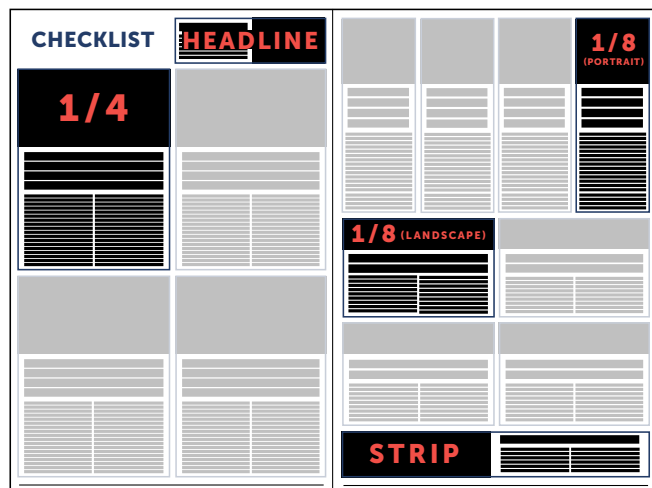
RATE CARD

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

EIGHTH PAGE

Landscape: 134.5 x 71.7 mm
Portrait: 65.25 x 147.7 mm

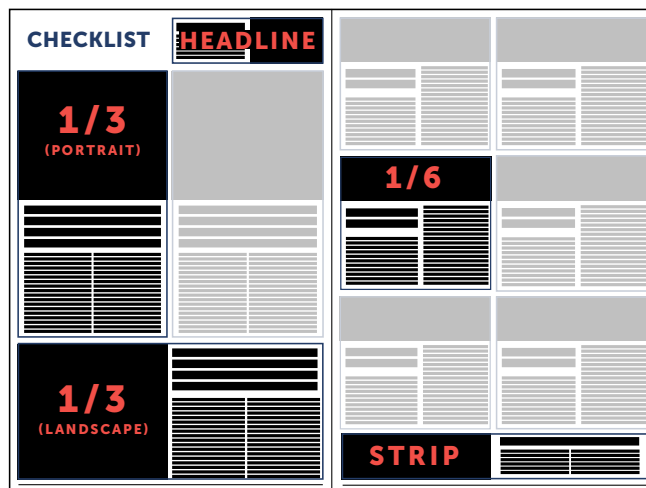
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

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

SIXTH PAGE

Landscape: 134.5 x 97 mm

Total word count	200-300 words	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	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

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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*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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