

Senior Lifestyle



Distributed with The Mail on Sunday, 22 January 2017

Senior Lifestyle is a full-colour, tabloid-sized newspaper distributed with *The Mail on Sunday* and packed with tips and inspiration to help readers plan ahead and make the most of their time and money after retirement. The publication will tackle tough and pressing issues ranging from pensions and investments to retirement homes and equity release, as well as activities for this ever growing sector.

With the elderly being the fastest growing age group in Britain, this group is a powerful sector to target. Not only do they have many pressing issues to consider, those with high disposable incomes also have plenty of time with which to spend it. Readers of *The Mail on Sunday* typically like to plan ahead, using trusted publications such as this one as a useful source for research.

Many older people prefer reading a print publication than using a tablet or computer, often keeping interesting adverts, articles and coupons features to keep on file and use as reference material at a later date.

Research shows readers of *The Mail on Sunday* are particularly interested in health matters and this newspaper will include many useful details on homecare and healthcare.

But while retirement demands many difficult decisions and careful planning, it's also a time to celebrate. Many retired people have the time and money to travel more and participate in activities that are both enjoyable and stimulating. *Senior Lifestyle* will suggest a host of options — it's never too late to learn a new skill or see the world.

Editorial features

LEGAL ADVICE, PRIVATE CLIENT & LEGACIES

Advice on wills, probate and pension reviews

RETIREMENT PLANNING

Top tips including equity release & retirement homes

HOMECARE, HEALTHCARE & MOBILITY

Private healthcare, assisted living & mobility products

LIFESTYLE & HOBBIES

Ideas on how to make the most of retirement

RATE CARD

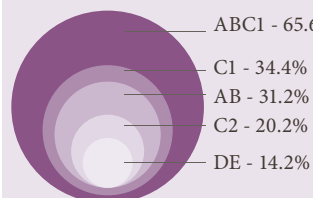
Double page spread	£13,950
One full colour page	£7,950
Half page	£3,950
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

DISTRIBUTION

- 250,000 printed copies distributed with *The Mail on Sunday* on 22 January 2017
- 250,000 electronic copies
- Distributed within the London and Carlton regions

DEMOGRAPHICS

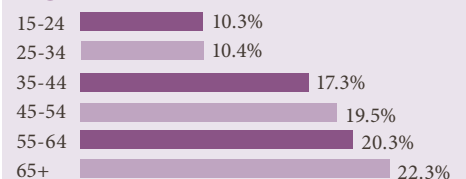
SOCIAL GRADE



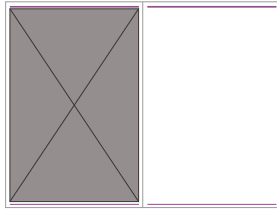
GENDER



AGE



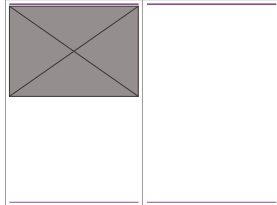
Advertisement sizes



FULL PAGE

DIMENSIONS

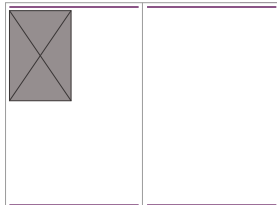
- Height 330mm
- Width 252mm



HALF PAGE

DIMENSIONS

- Height 152mm
- Width 252mm



QUARTER PAGE

DIMENSIONS

- Height 152mm
- Width 125mm

SUPPLYING FINAL ARTWORK

NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. BOB0416_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

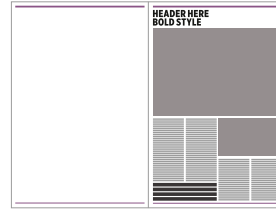
- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

FILE TRANSFER

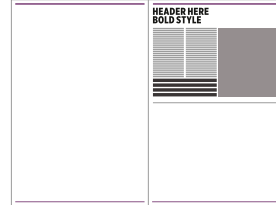
Files less than 8Mb can be emailed directly to production@aplmedia.co.uk. For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

Advertorial feature requirements



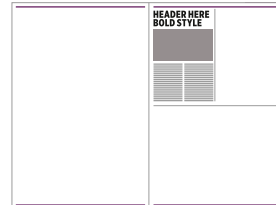
FULL PAGE

- Headline: 10-30 characters
- Main body copy: 480-530 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 2-5 high resolution images*



HALF PAGE

- Headline: 10-30 characters
- Main body copy: 160-350 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*



QUARTER PAGE

- Headline: 10-30 characters
- Main body copy: 120-150 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*

ADVERTORIAL SUBMISSIONS

DESIGN PROCESS

Once all material is submitted according to specification. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserve the right to make changes to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600†. The service provided is outlined in this Media Pack and online.

IMAGE SPECIFICATIONS

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.

*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour