

The Mail on Sunday



Media Schedule 2017-2018

Collection of publications distributed with *The Mail on Sunday* will include:

New Year New Start

Ideas and suggestions to help readers make positive, healthy changes in 2017.
8 January 2017 & 7th January 2018

Homes & Property (Distribution & Quantities vary)

Packed with inspiration and advice for buying a new property or upgrading an existing one.
29th January, 19th March, 30th April, 4th June, 16th July, 10th September, 22nd October 2017

Senior Lifestyle

Guidance for readers to plan ahead and make the most of their time and money after retirement.
5th February, 15th October 2017, 28th January 2018

Healthcare Innovations

Advice for readers looking to make positive improvements to their health in 2017.
19th March 2017

Holiday Body

Suggestions to help readers make lifestyle changes to improve the way they look and feel.
7th May 2017

Homes & Gardens

Information on how to add value and make the most of your outdoor space.
21st May 2017

Best of British

A celebration of what makes Britain great - from souvenirs and craftsmanship to top attractions.
11st June 2017

Christmas Lifestyle

Recommendations to help make Christmas truly memorable, including gift ideas and days out.
5 November 2017

RATE CARD

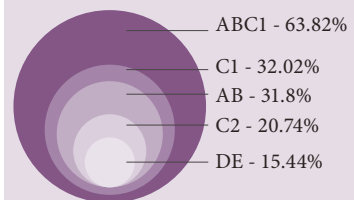
Double page spread	£13,950
One full colour page	£7,950
Half page	£3,950
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

DISTRIBUTION

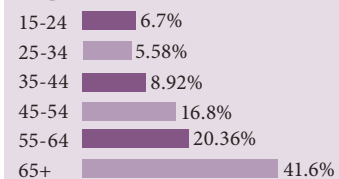
- 250,000 printed copies distributed with *The Mail on Sunday*
- 250,000 electronic copies
- Distributed within the London and Carlton regions

DEMOGRAPHICS

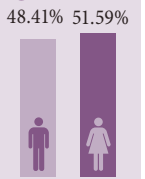
SOCIAL GRADE



AGE

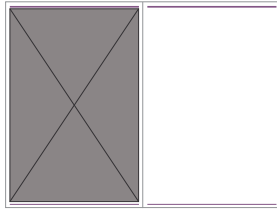


GENDER



(Newsworks website 24/8/16)

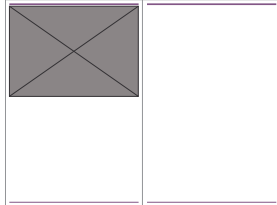
Advertisement sizes



FULL PAGE

DIMENSIONS

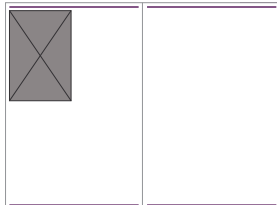
- Height 330mm
- Width 252mm



HALF PAGE

DIMENSIONS

- Height 152mm
- Width 252mm



QUARTER PAGE

DIMENSIONS

- Height 152mm
- Width 125mm

Advertorial feature requirements



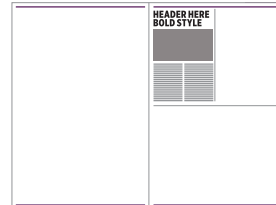
FULL PAGE

- 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*

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. MOS17_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 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