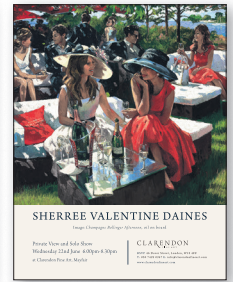
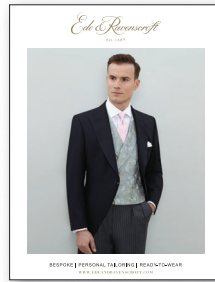
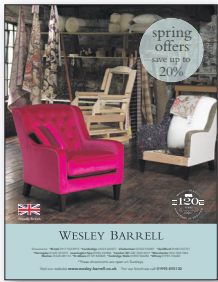




# Best of British



Distributed with *The Mail on Sunday*, 11th June 2017

*Best of British* is a full-colour, tabloid-sized newspaper section distributed with *The Mail on Sunday* and packed with a celebration of all the things that make Britain great. The publication will feature relevant editorial throughout, highlighting great souvenirs and quality craftsmanship, as well as the nation's best attractions from top restaurants to festivals.

There's plenty of reasons to celebrate being British and this newspaper features some of the things that make us proud and patriotic.

Trooping of the colour and celebrating the Queen's birthday spark a surge in British pride. From the monarchy to traditional sports, arts and festivals, *Best of British* will continue the wave of patriotism and celebrate the nation's culture.

The age of austerity has also encouraged many to choose to buy British in a bid to shake up the economy and turn to the comfort of solidarity as a nation in tough times. This newspaper will highlight British products and

manufacturers, some of which have been given the royal seal of approval, for readers who want to support them. Thousands of people enjoy collecting British coins, stamps and tableware, and this publication will also pinpoint the nation's most coveted collectibles for those looking for treasured souvenirs.

*The Mail on Sunday* offers high visibility in an authoritative and trustworthy editorial environment – if your company offers a service or product which is inherently British, this is the place to let readers know that you fly the flag.

## Editorial features

### BRITISH FASHION & HOMES

The finest made British upholstery and clothing

### BRITISH MANUFACTURING

The best of British manufacturing

### FOOD & DRINK

Britain's best foods, pubs & restaurants

### LIFESTYLE, GIFTS, COLLECTIBLES & CHARITIES

Souvenirs: from coins & leather goods to tableware and tea

### ATTRACTIONS & DAYS OUT

Top museums, spectator sports & events

### ROYAL WARRANT HOLDERS

The best of British workmanship

## 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

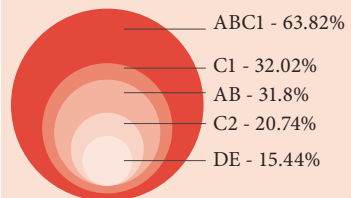
250,000 printed copies distributed with *The Mail on Sunday* on 11 June 2017

250,000 electronic copies

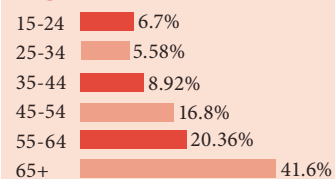
Distributed within the London and Carlton regions

## DEMOGRAPHICS

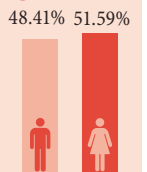
### SOCIAL GRADE



### AGE



### GENDER



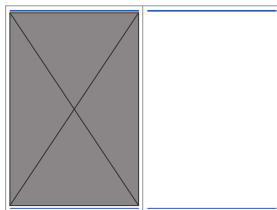
(Newworks website 24/8/16)



T: 020 7253 9909  
sales@aplmedia.co.uk  
www.aplmedia.co.uk

Distributed with *The Mail on Sunday*

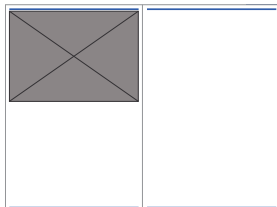
## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

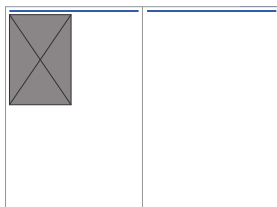
- Height 330mm
- Width 252mm



### HALF PAGE

#### DIMENSIONS

- Height 152mm
- Width 252mm

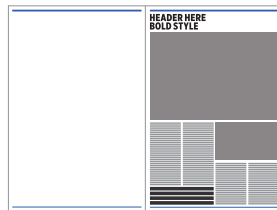


### QUARTER PAGE

#### DIMENSIONS

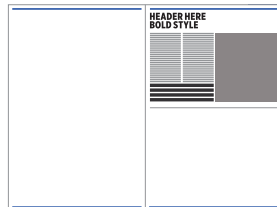
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- Width 125mm

## Advertorial feature requirements



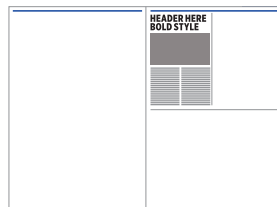
### FULL PAGE

- 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. BOB0617\_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](mailto: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