

HOLIDAY BODY



Distributed with The Mail on Sunday on 7th May 2017

Holiday Body is a full-colour, tabloid-sized newspaper distributed with *The Mail on Sunday* and packed with tips and inspiration to help readers make lifestyle changes to improve the way they look and feel. The publication will feature relevant editorial throughout with advice on nutrition, exercise, fashion and beauty with the ultimate goal in mind — a bikini beach body.

With summer fast approaching, there's no escape — it's time to battle the bulge, slim down and shape up for the holiday season.

Holiday Body, distributed in *The Mail on Sunday*, will be published at a critical time when many people are eager to discover new ideas and products to help them achieve the perfect bikini beach body.

Research shows that readers of *The Mail on Sunday* are particularly interested in products associated with slimming, health, beauty and fitness. *Holiday Body* is therefore a great way of introducing your brand and reaching this proactive

audience in the lead up to summer.

The newspaper will feature editorial on the best workouts, makeover products and cosmetic treatments which can aid weightloss and help readers tone up their bodies and improve their appearance. It will also highlight the latest products from fake tanning sprays and SPF lotions to anti-oxidant serums and hair care that offer protection from the sun.

Meanwhile, the fashion section will detail the latest trends in swimwear, summersun clothing and accessories.

Editorial features

HEALTH, FITNESS & NUTRITION

Beach body countdown — how to get in shape for the summer holidays

COSMETICS, AESTHETICS & DENTISTRY

Cosmetic treatments and beauty products to help transform your looks

FASHION & BEAUTY

The latest trends — what to wear this summer on your body and on your skin

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

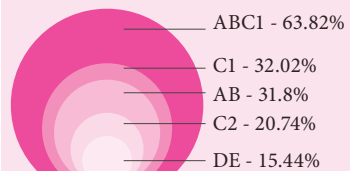
250,000 printed copies distributed with *The Mail on Sunday* on 7 May 2017

250,000 electronic copies

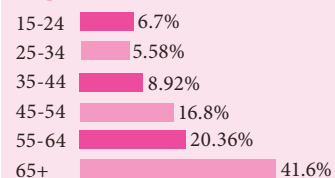
Distributed within the London and Carlton regions

DEMOGRAPHICS

SOCIAL GRADE



AGE



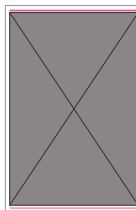
GENDER

48.41% 51.59%



(Newsworks website 24/8/16)

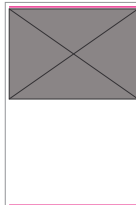
Advertisement sizes



FULL PAGE

DIMENSIONS

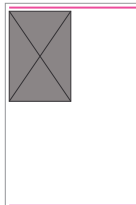
- Height 330mm
- Width 252mm



HALF PAGE

DIMENSIONS

- Height 152mm
- Width 252mm



QUARTER PAGE

DIMENSIONS

- Height 152mm
- Width 125mm

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. HB0517_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

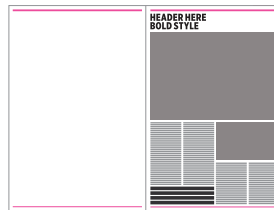
- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher 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

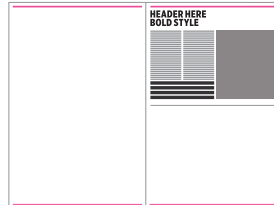
Files less than 8Mb can be emailed directly to production@aplmedia.co.uk. For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

Advertorial feature requirements



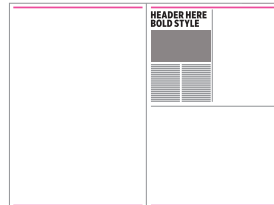
FULL PAGE

- 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