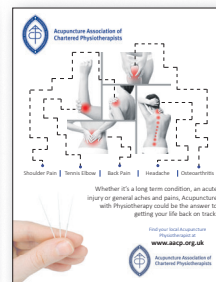


# THE GOOD LIFE



Distributed with *The Sunday Telegraph* on 29 January 2017

*The Good Life* is a full-colour, tabloid-sized newspaper section distributed with *The Sunday Telegraph*.

The publication will feature relevant editorial throughout, highlighting retirement planning and investments, bespoke home improvements, as well as the nation's best specialist clinics and lifestyle trends.

A good life is often linked to happiness, so it's understandable many of us are keen to discover ways to improve it. *The Good Life* will look at topical issues, offering readers advice and tips on how to plan ahead.

With more UK subscribers than any other newspaper and a combined audience of 2.1 million per day across print and online, the *Telegraph* can deliver your brand message and fulfil your campaign objectives.

The *Daily Telegraph* and *Sunday Telegraph* are the most popular broadsheet newspapers in the UK, delivering the latest news, sport, comment and culture to a loyal and affluent audience.

With the biggest subscriber scheme in the market, readers of *The Sunday*

*Telegraph* are influential and have given financial assistance and advice to their adult children, using this trusted publication as a useful source for research.

*The Good Life* will examine the all-important issue of retirement planning, investments and financial services, pinpointing ways that you can invest wisely in your future and take advantage of useful products such as pensions and equity release.

Lifestyle and hobbies is, of course, also at the forefront of the good life and whether it's golf and sailing or cosmetic treatments, *The Good Life* aims to highlight the latest innovations and best selling products, which really make a difference to everyday living.

## Editorial features

### RETIREMENT PLANNING & FINANCIAL INVESTMENTS

The best information on investments & pensions

### PRIVATE CLIENT, WILLS & LEGACIES

Leaving a legacy gift to a charity & ways around inheritance tax

### INNOVATIVE HEALTHCARE & SPECIALIST CLINICS

The best in beauty & healthcare procedures & products

### BESPOKE LIVING

Featuring fine furnishing, home improvements & home automation

### COUNTRYSIDE & SPORTING PURSUITS

What the countryside has to offer for 2017

## RATE CARD

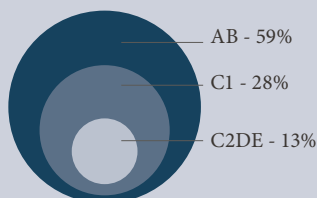
Double page spread	£13,950
One full colour page	£7,950
Half page	£3,950
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

## DISTRIBUTION

- 255,000 printed copies distributed with *The Sunday Telegraph* on 29 January 2017
- 250,000 electronic copies
- Distributed South of Nottinghamshire. i.e. Central, Anglia, Southeast, South, Southwest England and London regions.

## DEMOGRAPHICS

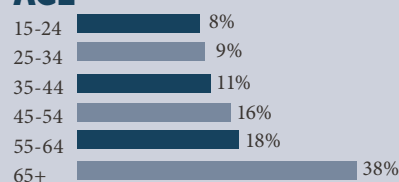
### SOCIAL GRADE



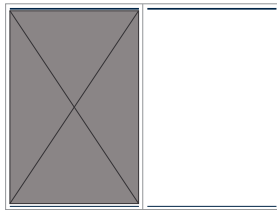
### GENDER



### AGE



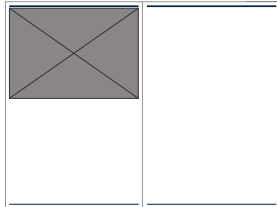
## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

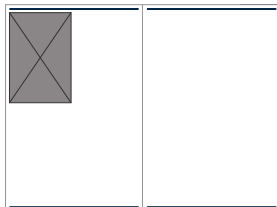
- Height 330mm
- Width 252mm



### HALF PAGE

#### DIMENSIONS

- Height 152mm
- Width 252mm

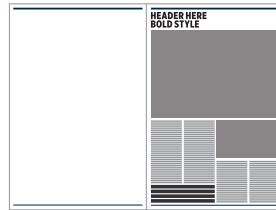


### QUARTER PAGE

#### DIMENSIONS

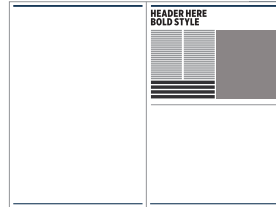
- Height 152mm
- Width 125mm

## Advertorial feature requirements



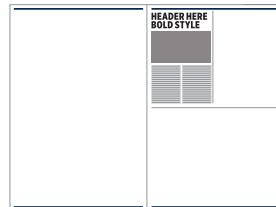
### FULL PAGE

- 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. TGL0117\_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