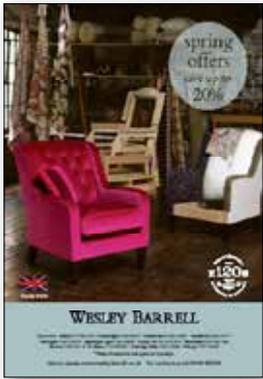




# BEST of BRITISH



## Distributed with *The Mail on Sunday*

*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 a whole host of exciting royal events this year, giving Brits even more reason than usual to celebrate. Soon, William and Kate will welcome another prince or princess to their family. Plus, there's a royal wedding on the horizon, and not to forget the Queen, who is still going strong as the world's longest-serving monarch. From the monarchy to traditional sports, arts and festivals, *Best of British* seeks to embrace the mood of patriotism and celebrate the nation's cultural highlights.

This newspaper will highlight British products and manufacturers, many of which have been given the royal seal of approval. 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 that's inherently British, this is the place to let readers know.

## Editorial features

### ROYAL WARRANT HOLDERS

The best of British workmanship that has been given the royal seal of approval

### HOME IMPROVEMENTS & FINE FURNISHINGS

From oak flooring and plush curtains to the latest in home accessories, the finest in UK manufacturing, furnishings and upholstery

### GIFTS, COLLECTIBLES & CHARITIES

Iconic souvenirs and collectors items from coins and leather goods to tableware and tea, as well as charities who make us proud to fly the British flag

### BRITISH MANUFACTURERS, ACCESSORIES & FASHION

The best of Britain's fashion scene, from Savile Row to high street brands such as Turnbull & Asser and Crombie

### FOOD & DRINK

Food, pubs and restaurants that showcase the finest ingredients in Britain's burgeoning culinary scene

### ATTRACTIONS & DAYS OUT

Top museums, spectator sports and events, both in the city and the countryside

## 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



240,000 printed copies distributed with *The Mail on Sunday*



210,000 electronic copies



Distributed within the London and Carlton regions



## Demographics

ABC1 64%

AB 32%

C1 32%

C2 21%

DE 15%

48% 52%

15-24 7%

25-34 5%

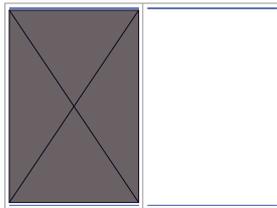
35-44 9%

45-54 17%

55-64 20%

65+ 42%

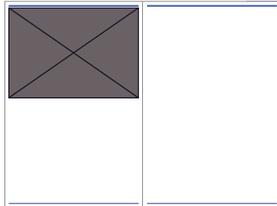
## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

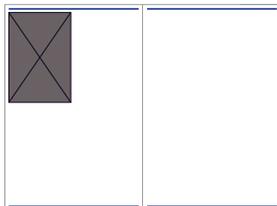
- Height 338mm
- Width 265mm



### HALF PAGE

#### DIMENSIONS

- Height 157mm
- Width 265mm



### QUARTER PAGE

#### DIMENSIONS

- Height 157mm
- Width 131mm

## 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. MBOB0318\_YOURCLIENTNAME.pdf

### DIGITAL FILE SPECIFICATIONS

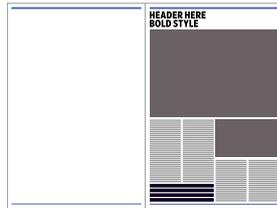
- Our preferred method of delivery is Adobe Acrobat PDFs sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher 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 mustn't be less than 1pt

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

### FILE TRANSFER

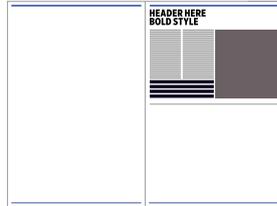
Files less than 8MB can be emailed directly to [production@aplmedia.co.uk](mailto:production@aplmedia.co.uk). For larger files, please call the Production Department on +44 (0) 20 7553 7372 for further information.

## Advertorial feature requirements



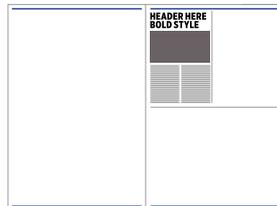
### FULL PAGE

- 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 reserves the right to make grammatical changes and corrections to ensure the advertorial 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 the advertorial is finally approved.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments will incur an 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 can't 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't use images from a client website as these are too low resolution for print.

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

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