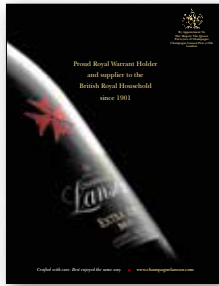


# CHRISTMAS Lifestyle



*Distributed with The Mail on Sunday*

*Christmas Lifestyle* is a full-colour, tabloid-sized newspaper section, distributed with *The Mail on Sunday* and packed with inspiration to help make Christmas truly memorable. From fantastic gift ideas, to great days out with family and friends, the publication includes relevant high-quality editorial and features to kickstart readers into preparing for the festive season ahead.

This publication represents an excellent opportunity to reach readers of *The Mail on Sunday* in the run up to the holiday season. Research shows 57% of consumers start planning for Christmas shopping around two months before the big day which means this is a crucial time to showcase your company's products to an affluent and engaged readership.

*The Daily Mail's* 22 million readers comprise of 44% of the British adult population. When it comes to shopping for the holiday season, more ABC1 main household shoppers read this newspaper than any other newspaper and more

than 54% of readers look for offers. This highly engaged audience also responds to print advertising – 67% of readers who recalled a recent campaign reported that they took action as a result of an advert.

To help *The Mail on Sunday* readers get the most out of the holiday season, *Christmas Lifestyle* has dedicated sections on gifts, food and drink, lifestyle and days and nights out with family and friends. During the important lead up to the big day, this publication could also provide you with an ideal platform for introducing your brand to this key audience.

## Editorial features

### GIFTS FOR CHILDREN

From must-have toys to the latest gadgets, exceptional gift ideas to make kids of all ages smile

### GIFTS FOR HIM & HER

Inspiration to find the perfect luxury gift for the people in your life who make Noelle truly special

### FOOD & DRINK

A round-up of mouth-watering produce and the best festive recipes, sure to keep the family happy

### LIFESTYLE & HOME

Aspirational products to make your home sparkle — those little extras that make Christmas even more memorable

### DAYS & NIGHTS OUT

Wonderful ways to celebrate the festive season, surrounded by all your family & friends

## 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*.



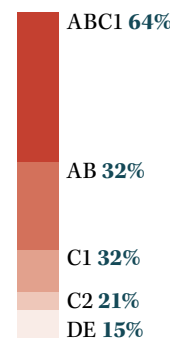
210,000 electronic copies



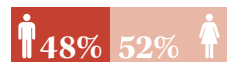
Distributed within the London and Carlton regions

## Demographics

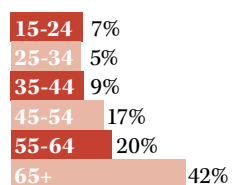
### SOCIAL GRADE



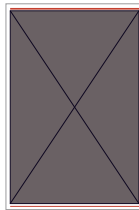
### GENDER



### AGE



# Advertisement sizes



## FULL PAGE

### DIMENSIONS

- Height 338mm
- Width 265mm



## HALF PAGE

### DIMENSIONS

- Height 157mm
- Width 265mm



## QUARTER PAGE

### DIMENSIONS

- Height 157mm
- Width 131mm

# 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. CL1118\_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