

# Healthcare Innovations



*Distributed with The Mail on Sunday*

*Healthcare Innovations* is a full-colour, tabloid-sized newspaper distributed with *The Mail on Sunday* and packed with tips and advice to help readers make positive changes to improve their health in 2018.

The publication will feature relevant editorial throughout, from health, fitness and beauty to private healthcare and specialist clinics for those with specific ailments.

Our health is often linked to happiness so it's understandable that many of us are keen to discover ways to improve it. *Healthcare Innovations* will look at topical issues, offering readers advice and tips on how to plan ahead.

Research shows that over 42% of readers of *The Mail* are aged 55 or above, with high disposable incomes. Many readers surveyed responded that they are particularly interested in health, and typically turn to *The Mail* first before any other source in this matter.

Many of these readers will be concerned about health problems as they

approach old age, and are prepared to pay privately to receive the best care and medical attention, as well as discover the latest home innovations and gadgets to improve mobility.

Of course while many older readers will be interested in healthcare and mobility, others — young and old — will be keen to learn about the latest trends and innovations in diet, fitness, cosmetic treatments and alternative therapy. *Healthcare Innovations* will highlight these key areas, helping readers to stay healthy and happy throughout 2018.

## Editorial features

### SPECIALIST CLINICS

Information covering eye care, orthodontics and dental treatments

### COSMETICS & AESTHETICS

The latest treatments and procedures from botox to liposuction

### INNOVATIVE HEALTHCARE & ALTERNATIVE REMEDIES

Information on private healthcare and innovative alternative remedies

### HEALTH & BEAUTY, DIET & FITNESS

The latest trends in diet and fitness and essential health and beauty products

### HOME CARE & MOBILITY

Advice ranging from innovative mobility products to assisted living

## 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



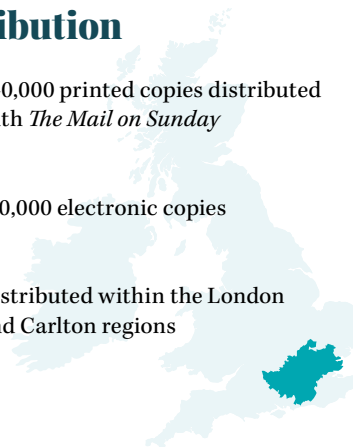
240,000 printed copies distributed with *The Mail on Sunday*



210,000 electronic copies



Distributed within the London and Carlton regions



## Demographics

ABC1 64%

AB 32%

C1 32%

C2 21%

DE 15%



15-24 7%

25-34 5%

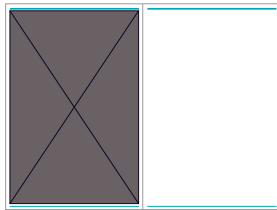
35-44 9%

45-54 17%

55-64 20%

65+ 42%

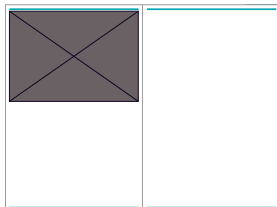
# Advertisement sizes



## FULL PAGE

### DIMENSIONS

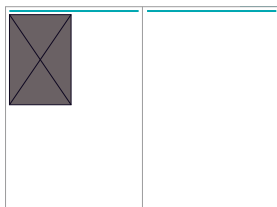
- Height 338mm
- Width 265mm



## 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. HI0317\_YOURCLIENTNAME.pdf

### DIGITAL FILE SPECIFICATIONS

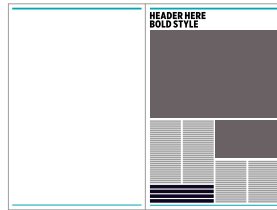
- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher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

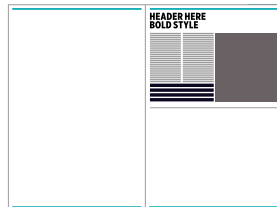
Files less than 8Mb can be emailed directly to [production@aplmedia.co.uk](mailto:production@aplmedia.co.uk). For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

# Advertorial feature requirements



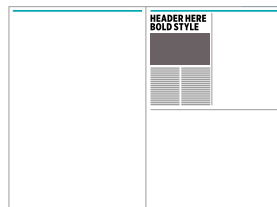
## FULL PAGE

- 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