

# NEW YEAR NEW START



## Distributed with *The Mail on Sunday*

*New Year New Start* is a full-colour, tabloid-sized newspaper distributed with *The Mail on Sunday* and packed with tips and inspiration to help readers make positive changes in 2018. The publication will feature relevant editorial throughout, from health, fitness and beauty to careers and personal development, New Year's resolution and home improvements.

*New Year New Start* is not only a great tool for inspiring readers of *The Mail on Sunday*, but also an effective way of introducing your brand and reaching this well-informed, proactive target group.

The newspaper is published at a critical time when many readers are receptive to new ideas and products to help them achieve their goals in 2018 — be it health & fitness, beauty, nutrition, or personal development.

Research shows that readers of *The Mail on Sunday* are particularly interested in health and turn to this newspaper first before any other source. It's an

inspiring and trusted environment — an ideal place to promote products associated with fitness, diet, weight management and health.

Readers of *The Mail on Sunday* are equally entrepreneurial when it comes to their homes. They are keen to invest in improvements which, in the long run, may add to the value of their house, reduce bills and also save the environment.

Similarly, they are also eager to develop new personal skills, and are willing to spend time and money investing in their future and achieving specific goals, be it a new career direction, language or leisure activity.

### HEALTH, FITNESS & NUTRITION

Kickstart the New Year with a new fitness programme and nutritional advice to help you feel your best self

### BEAUTY, COSMETICS & SPECIALIST CLINICS

Tips and advice to make you look and feel good, plus a look at the latest in beauty products and procedures

### PERSONAL DEVELOPMENT & RESOLUTIONS

New Year resolutions that can change your life from volunteering with a charity to kicking bad habits

### EDUCATION & CAREERS

Further education options to enhance your career such as taking a new course and learning a new language

### HOME IMPROVEMENTS & ENERGY SAVINGS

How to improve your home and add value, increase space, and reduce bills through lower energy consumption

## 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

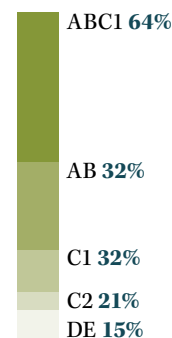


Distributed within the London and Carlton regions



## Demographics

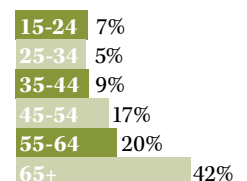
### SOCIAL GRADE



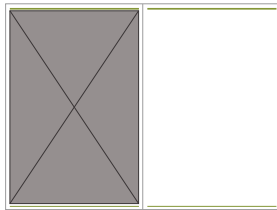
### GENDER



### AGE



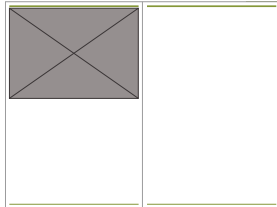
## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

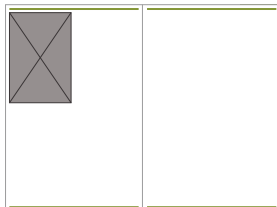
- Height 330mm
- Width 252mm



### HALF PAGE

#### DIMENSIONS

- Height 152mm
- Width 252mm

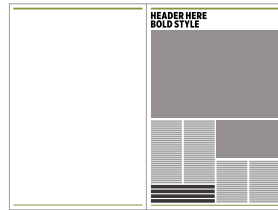


### QUARTER PAGE

#### DIMENSIONS

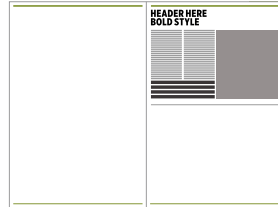
- Height 152mm
- Width 125mm

## Advertorial feature requirements



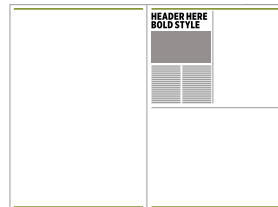
### FULL PAGE

- 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. NYNS17\_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 reserves 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