



This double-page feature runs inside the Saturday section of *The Daily Telegraph* and offers a unique opportunity to reach nearly one million readers. Packed with the latest inspiration, the articles featured in this themed double-page spread will provide engaging content written for an affluent audience.

What is it?

The double-page feature is a native content feature within the Saturday edition of *The Daily Telegraph*. The newspaper is read by more than 1,102,000 readers, the majority of whom fall into the ABC1 category. Only a limited number of partners will be selected to work with us on contributing to this unique content package.

Where will it feature?

The double-page feature spread will be situated within the Saturday section of *The Daily Telegraph*. The content will be available at newsstands and to subscribers.

Why is it worthwhile?

The Daily Telegraph is one of the nation's most respected newspapers and one of the last remaining traditional broadsheets. It attracts a loyal readership who have substantial disposable income. Readers of *The Daily Telegraph* are a well-informed and influential group. They're often mature, solvent and not only do they spend on themselves, but are often in a position to give financial assistance and advice to their adult children. This is an opportunity for advertisers to gain exclusive access to nearly one million curious and affluent potential customers.

THE DAILY TELEGRAPH (SATURDAY) STATISTICS

AVERAGE READERSHIP

1,102,000 (PAMCO)

SUBSCRIBERS

578,051

SATURDAY SUPPLEMENT READERS ARE **2.9x MORE** LIKELY TO HAVE A PERSONAL INCOME **ABOVE £70K**

AT A GLANCE

READERS **AGED 44 AND UNDER** ARE SIGNIFICANTLY MORE LIKELY TO HAVE TRIED A NEW BRAND THAN ANY OTHER AGE GROUP

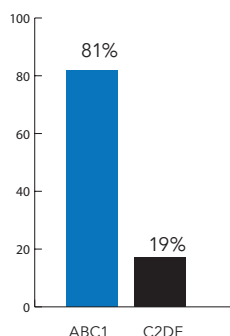
58K

AVERAGE HOUSEHOLD SAVINGS

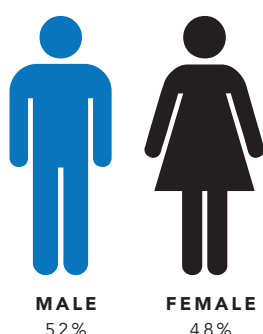
54%

OF READERS ARE BABY BOOMERS — THE UK'S WEALTHIEST GENERATION

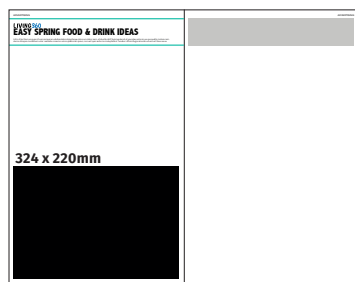
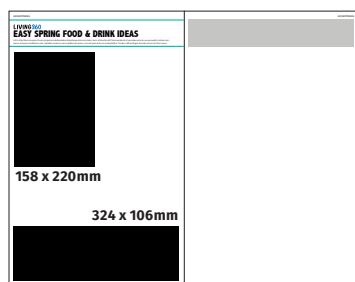
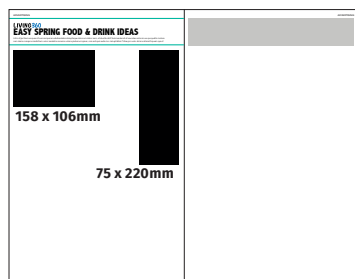
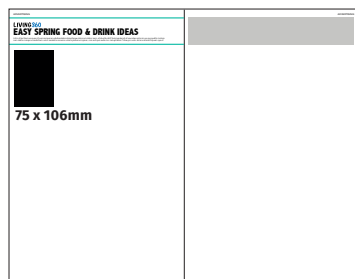
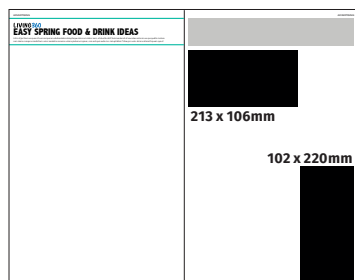
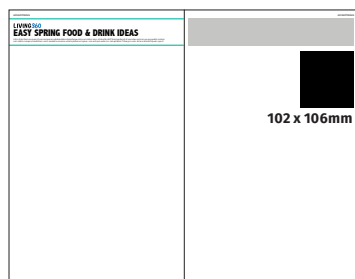
SOCIAL GRADE



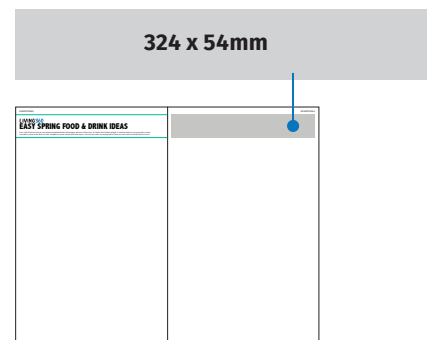
GENDER



Article sizes

**1/2 page****Headline:** 10-30 characters**Main body copy:** 900-1000 words supplied in a Word document. (Please ensure your advertorial is written in third-person)**Box copy:** 10-30 words, which could include an offer flash, contact details and address**Images:** 1-3 high-resolution images***1/4 page****Headline:** 10-30 characters**Main body copy:** 530-560 words supplied in a Word document. (Please ensure your advertorial is written in third-person)**Box copy:** 10-30 words, which could include an offer flash, contact details and address**Images:** 1-3 high-resolution images***1/8 page****Headline:** 10-30 characters**Main body copy:** 240-260 words supplied in a Word document. (Please ensure your advertorial is written in third-person)**Box copy:** 10-30 words, which could include an offer flash, contact details and address**Images:** 1-2 high-resolution images***1/16 page****Headline:** 10-30 characters**Main body copy:** 90-100 words supplied in a Word document. (Please ensure your advertorial is written in third-person)**Box copy:** 10-30 words, which could include an offer flash, contact details and address**Images:** 1 high-resolution image***1/6 page****Headline:** 10-30 characters**Main body copy:** 310-330 words supplied in a Word document. (Please ensure your advertorial is written in third-person)**Box copy:** 10-30 words, which could include an offer flash, contact details and address**Images:** 1-2 high resolution images***1/12 page****Headline:** 10-30 characters**Main body copy:** 120-140 words supplied in a Word document. (Please ensure your advertorial is written in third-person)**Box copy:** 10-30 words, which could include an offer flash, contact details and address**Images:** 1 high-resolution image*

Strip ad size



Production requirements

Design process

Once all material is submitted according to specification. APL Media Ltd will lay out/ 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 content adheres to 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 after 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 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 cannot use images from a client website as these are too low-resolution for print. **Please note:** we may refuse images that do not meet our editorial standards: such as head shots and graphic imagery of procedures. We can advise about image solutions upon request.

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

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.