

# The Property Supplement



Distributed with the *Mail On Sunday* 26th February 2012



Absolute Publishing's *The Property Supplement* (colour tabloid-sized) is an excellent opportunity to reach the *Mail on Sunday's* readership within the south-west of England, including Somerset, Dorset, Cornwall, Devon and Hampshire (excluding Reading wholesaler).

This exciting promotional supplement, produced by Absolute Publishing Ltd and distributed with the *Mail on Sunday*, will include editorial split into sections covering Sales, Lettings, Property Management & Maintenance,

New Developments and Investments. Potential advertisers can reach this wide audience through a newspaper-sized colour advertisement/advertorial feature.

### Mail on Sunday Distribution

- On the 26th February 2012, South-west readers of the *Mail on Sunday* will receive *The Property Supplement*.
- The 250,000 colour supplements will accompany the newspaper.
- A further 250,000 copies are sent via promotional email to a select audience and embraces the ABC1 demographic profile.

*The Property Supplement will offer some great ideas, from investing in property to sales and lettings, and much, much more. Don't miss out...*

### At a glance

- Circulation **250,000** printed copies
- **250,000** electronic copies
- Distributed within the south-west of England, including Somerset, Dorset, Cornwall, Devon and Hampshire (excluding Reading wholesaler).
- Adult readership **706,000**
- Colour tabloid-sized
- Male ratio **48%**
- Female ratio **52%**
- Distributed: **Sunday 26th February 2012**

### Advertisement Sizes & Rate Card

1 full colour page	<b>£7,950</b>
Double page spread	<b>£13,950</b>
Half page	<b>£3,950</b>
Premium position sponsorship is subject to availability	

### Advert dimensions

Full Page	h 330mm x w 252mm
Half Page Horiz	h 152mm x w 252mm
Half Page Vert	h 310mm x w 125mm
Quarter Page	h 152mm x w 125mm

Files under 8MB can be sent via email to [studio2@absolutepublishing.com](mailto:studio2@absolutepublishing.com). Please contact the Production Department: +44 (0) 20 7553 7372 for further information on file transfer if file size exceeds 8MB.

### Target social demographic

<b>Age</b>			
■ Age 15-24	10.3%	■ Age 45-54	19.5%
■ Age 25-34	10.4%	■ Age 55-64	20.3%
■ Age 35-44	17.3%	■ Age 65+	22.3%
<b>Social grade</b>			
■ ABC1	65.6%	■ C1	34.4.2%
■ AB	31.2%	■ C2	20.2%
		■ DE	14.2%

The *Property Supplement* is published by Absolute Publishing Ltd  
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## Advertisement Sizes

### Full page dimensions

Height 330mm x width 252mm

### Fractional dimensions

Half Horizontal: height 152mm x width 252mm

Half Vertical: height 310mm x width 125mm

Quarter Vertical: height 152mm x width 125mm

### 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. e.g. **MOSPS12\_YOURCLIENTNAME**

### Digital file specifications

- Artwork MUST be supplied in Adobe PDF/X-1a compliant format – JPEGs, EPSs and TIFFs will not work
- Image resolution must be 200dpi
- Line weight must not be less than 1pt
- Ink weight should not exceed 245%
- Body text must be single colour or two colour at most, no less than 6pt in size & should not be compressed
- Reverse out white or coloured text should be no smaller than 8pt bold & should not be compressed
- Fine serif type faces should not be used

### File transfer

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## Advertisement feature requirements

### Full Page

- *The Property Supplement* name
- Headline — 10-30 characters. e.g. Company name or e.g. 'Investment Opportunities'
- Main body copy — 480-530 words supplied in a word document
- Box Copy — 10-30 words including offer flash (e.g. 25% discount for *The Property Supplement* readers)
- Contact information — Website & telephone number to appear on the advertorial
- Images — 2-5 x images please see image specifications below\*

### 1/2 page

- *The Property Supplement* name
- Headline — 10-30 characters. e.g. Company name or e.g. 'Investment Opportunities'
- Main body copy — 160-350 words supplied in a word document
- Box Copy — 10-30 words including offer flash (e.g. 25% discount for *The Property Supplement* readers)
- Contact information — Website & telephone number to appear on the advertorial
- Images — 1-2 x images please see image specifications below\*

### 1/4 page

- *The Property Supplement* name
- Headline — 10-30 characters. e.g. Company name or e.g. 'Investment Opportunities'
- Main body copy — 120-150 words supplied in a word document
- Box Copy — 10-30 words including offer flash (e.g. 25% discount for *The Property Supplement* readers)
- Contact information — Website & telephone number to appear on the advertorial
- Images — 1-2 x images please see image specifications below\*

### Images specifications

Please supply images as high resolution CMYK JPEGs. Images must be 200 dpi when placed at full size.

### Design process

We will lay out/design your advertorial & proof back to you.

You will then have the option of two rounds of corrections before final print approval.

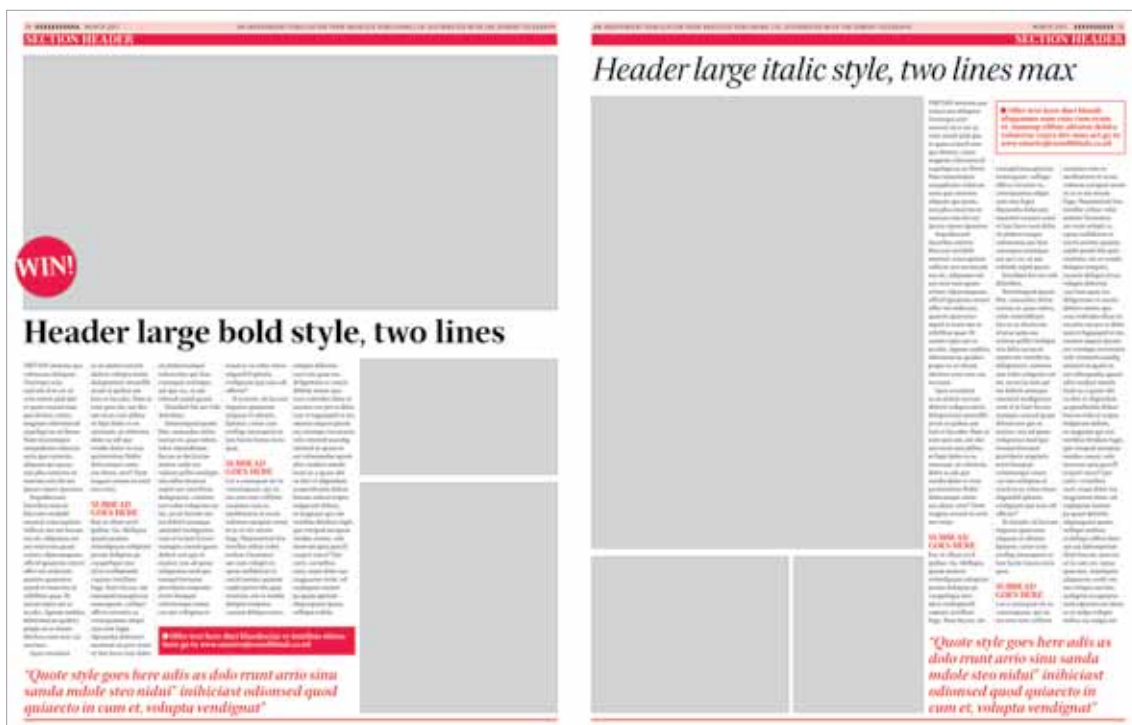
\* Use subject to confirmation. Full pages: 2-5 used; half pages and smaller, may be just one image.

All advertorials are designed in our house style and may vary depending on images and/or text supplied.

# The Property Supplement

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Full page layout examples



Please note: APL will endeavour to ensure you receive your chosen option however we cannot guarantee the space or exact layout until we receive all artwork elements.

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## Half page layout examples



Please note: APL will endeavour to ensure you receive your chosen option however we cannot guarantee the space or exact layout until we receive all artwork elements.

# The Property Supplement

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## Quarter page layout examples



Please note: APL will endeavour to ensure you receive your chosen option however we cannot guarantee the space or exact layout until we receive all artwork elements.