

THE WINTER LIFESTYLE

PROMOTIONAL SUPPLEMENT

DISTRIBUTED WITH *THE MAIL ON SUNDAY* ON SUNDAY THE 28TH NOVEMBER 2010



The Winter Lifestyle Promotional Supplement is an opportunity for companies to promote themselves to over two million *Mail on Sunday* readers.

Potential advertisers can reach this wide audience through a **full colour A5 page** advert offering a range of promotions and savings.

The publication also provides an opportunity to offer added value, a range of ideas and information in response to consumer interest, as well as being an ideal platform to reach this select audience.

MAIL ON SUNDAY DISTRIBUTION

On Sunday 28th November 2010 readers of the *Mail on Sunday* will receive *The Winter Lifestyle Promotional Supplement*.

▶ The 400,000 supplements will be polywrapped to accompany the newspaper.

▶ *The Winter Lifestyle Promotional Supplement* will reach the newspaper's regular readership of over two million readers.

▶ 400,000 copies are sent via promotional email to a select audience.

▶ The *Mail on Sunday* embraces the ABC1 demographic profile.

AT A GLANCE

▶ CIRCULATION 400,000 PRINTED COPIES

▶ 400,000 ELECTRONIC COPIES

▶ DISTRIBUTED WITHIN LONDON & CARLTON REGIONS

▶ ADULT READERSHIP TWO MILLION

▶ FULL COLOUR A5 PAGE

▶ MALE RATIO 48%

▶ FEMALE RATIO 52%

▶ COST £4,950

▶ DISTRIBUTED: SUN 28TH NOV 2010

▶ THIS COLOUR PROMOTIONAL A5 SUPPLEMENT PROVIDES A WIDE VARIETY OF SAVINGS, ADDED VALUE, IDEAS AND INFORMATION

ADVERTISEMENT SIZES AND RATE CARD

1 full colour page **£4,950**

For premium positions please call media sales

A5 PAGE DIMENSIONS

Trim: height 210mm x width 148mm

Type area: height 190mm x width 128mm

Half Page: height 92mm x width 128mm

Files under 8MB can be sent via email to production@absolutepublishing.com or copy@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

AGE

▶ Age 15-24 10.3%

▶ Age 25-3410.4%

▶ Age 35-4417.3%

▶ Age 45-54 19.5%

▶ Age 55-64 ... 20.3%

▶ Age 65+ 22.3%

SOCIAL GRADE

▶ ABC1..... 65.6%

▶ AB31.2%

▶ C1.....34.4.2%

▶ C2 20.2%

▶ DE..... 14.2%

The Winter Lifestyle Promotional Supplement is published by Absolute Publishing Ltd
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absolute publishing ltd

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SPECIFICATIONS & DIMENSIONS

ADVERTISEMENT SIZES

FULL PAGE DIMENSIONS :

A5 trim = height 210mm x width 148mm

Bleed = height 220mm x width 158mm

Type area = height 190mm width 128mm

HALF PAGE DIMENSIONS :

height 92mm x width 128mm

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 **MOS1110_YOURCLIENTNAME**

DTP SPECIFICATIONS:

Please supply Adobe Acrobat PDFs set up to PPA Standard file formats

[www.ppa.co.uk see pass4press section].

ONLINE SPECIFICATIONS FOR PDFS:

It is the client's responsibility to ensure URL links within artwork link through correctly to the online magazine. Please refer to the below guidelines. Failure to observe these guidelines will mean online links will not work.

- ▶ Artwork MUST be supplied in PDF format - JPEGs, EPSs and TIFFs will not work
- ▶ URLs must include www at the beginning of the web address. For example: www.absolutepublishing.com
- ▶ Ensure the URLs fit onto one line
- ▶ Ensure URLs are text – do not convert text to an outline or a bitmap image as it will not be detectable
- ▶ Embed all graphics and fonts in the PDF.

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