



Hearst - PPC Ad Copy for Testing DECEMBER 2016

GOOD HOUSEKEEPING

Headline 1:	Good Housekeeping- Great Offer	30	30
Headline 2:	Only £26 for the whole year!	28	30
Description:	The finest home advice, food ideas and fashion tips, every month, FREE delivery	79	80
URL:	http://www.hearstmagazines.co.uk		

COUNTRY LIVING

Headline 1:	Country Living - 48% Saving	27	30
Headline 2:	Only £26 for the whole year!	28	30
Description:	Inspirational home and garden ideas for your beautiful home, with FREE delivery	79	80
URL:	http://www.hearstmagazines.co.uk		

MEN'S HEALTH

Headline 1:	Men's Health - Now 75% OFF!	27	30
Headline 2:	Huge discount for 2 weeks only	30	30
Description:	Great advice on how to feel better, healthier and happier for 2017. FREE delivery	80	80
URL:	http://www.hearstmagazines.co.uk		

RED

Headline 1:	Red - Incredible Saving of 76%	30	30
Headline 2:	Only available for 48 hours!	28	30
Description:	For today's confident woman, with the latest fashion, beauty and lifestyle tips	79	80
URL:	http://www.hearstmagazines.co.uk		



Hearst - Facebook Ad Copy for Testing DECEMBER 2016

GOOD HOUSEKEEPING

Headline 1:	January Sale Madness!	21	25
Text:	Crazy sale offer. 5 issues of Good Housekeeping for only £5. 76% OFF. For 2 weeks only	86	90
Link Description:	www.hearstmagazines.co.uk		

COUNTRY LIVING

Headline 1:	Sensational sales offer!	24	25
Text:	76% OFF Country Living with 5 issues for only £5. Don't delay - offer closes in 2 weeks	88	90
Link Description:	www.hearstmagazines.co.uk		

MEN'S HEALTH

Headline 1:	Fantastic Jan Sale Offer	25	25
Text:	Astonishing offer. 5 issues of Men's Health for only £5. 75% OFF. Hurry, closes in 2 weeks	90	90
Link Description:	www.hearstmagazines.co.uk		

RED

Headline 1:	Best Sales Offer -EVER!	23	25
Text:	Get 5 issues of RED for only £5. That's 76% OFF. Don't delay, offer closes in 2 weeks	86	90
Link Description:	www.hearstmagazines.co.uk		



Hearst - PPC & Facebook Ad Copy for Testing DECEMBER 2016

GENERIC - PPC

<i>Headline 1:</i>	Subscriptions - Up to 78% OFF!	30	30
<i>Headline 2:</i>	Only available for 48 hours	27	30
<i>Description:</i>	Crazy January Sales deals on ALL magazines. Next 2 days only. 5 issues - only £5	79	80
<i>URL:</i>	http://www.hearstmagazines.co.uk		

GENERIC - FACEBOOK

<i>Headline 1:</i>	Up to 78% OFF-2 Days Only	25	25
<i>Text:</i>	Our best offer EVER! 5 issues for only £5 on ALL our magazines. Hurry- for 48 hours only	88	90
<i>Link Description:</i>	www.hearstmagazines.co.uk		