

# Food & Drink

## CHECKLIST



Published with **THE TIMES** Saturday 14<sup>th</sup> July 2018

**Food & Drink Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

*The Times* has always been a trusted source of eatery inspiration for foodies with a keen eye for alternative cuisine and culinary trends. *Food & Drink Checklist* will serve as an essential guide for readers to transform the way they eat in and dine out.

It will showcase a high-quality selection of products, services and experiences to benefit the food savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and alfresco dining options.

*Food & Drink Checklist*, published during the summer months, is the perfect shop window for brands and organisations to benefit from the season best known for 'eating well', and a readership accustomed

## Particularly Considering

- *The Times* boasts 1.13 million readers per day across all print and digital platforms
- When talking about brands, *The Times* readers are 25% more likely to mention ads
- *The Times* reaches 938,000 readers within the affluent ABC1 demographic
- 134% of *The Times* readers are more likely to purchase organic groceries than the national average
- On average £84.87 a week is spent on groceries by *The Times* readers, which is over £6 higher than the national average

### Food & Drink CHECKLIST

Transform the way you eat in and dine out with our selection of gourmet goods, kitchen tech and gadgets, culinary travel and alfresco dining options.

#### Embrace the world of plant-based foods

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of plant-based foods, it's the perfect time to embrace the world of plant-based foods. From vegan burgers to plant-based meatballs, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

#### Connected cooking: Smart kitchen devices

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of smart kitchen devices, it's the perfect time to embrace the world of smart kitchen devices. From smart ovens to smart blenders, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

#### Tours to the world's tastiest destinations

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of tastiest destinations, it's the perfect time to embrace the world of tastiest destinations. From wine tours to food tours, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

#### Outdoor entertaining for the summer months

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of outdoor entertaining, it's the perfect time to embrace the world of outdoor entertaining. From outdoor seating to outdoor lighting, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

#### Stylish and functional alfresco dining

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of stylish and functional alfresco dining, it's the perfect time to embrace the world of stylish and functional alfresco dining. From outdoor seating to outdoor lighting, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

#### Gadgets for the food savvy cook

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of gadgets for the food savvy cook, it's the perfect time to embrace the world of gadgets for the food savvy cook. From smart ovens to smart blenders, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

#### The home of organic, gourmet foods

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of organic, gourmet foods, it's the perfect time to embrace the world of organic, gourmet foods. From organic produce to gourmet ingredients, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

#### Cocktail making

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of cocktail making, it's the perfect time to embrace the world of cocktail making. From cocktail recipes to cocktail ingredients, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

#### Vineyard tours for true wine connoisseurs

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of vineyard tours, it's the perfect time to embrace the world of vineyard tours. From wine tasting to vineyard tours, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

#### Food tours with north the travel

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of food tours, it's the perfect time to embrace the world of food tours. From food tasting to food tours, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

#### WIN £500 kitchen kit for your home

AS HURST MEDIA'S FOOD & DRINK CHECKLIST is a complete guide to the world of kitchen kits, it's the perfect time to embrace the world of kitchen kits. From kitchen appliances to kitchen accessories, there's something for everyone. Visit [www.hurstmedia.co.uk](http://www.hurstmedia.co.uk)

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

79%

more likely to purchase Fairtrade groceries than the national average



## RATE CARD

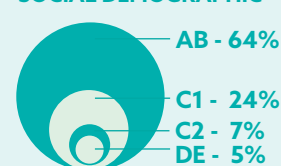
|   |        |
|---|--------|
| • Third page                                      | £6,000 |
| • Quarter page                                    | £4,500 |
| • Sixth Page                                      | £3,250 |
| • Eighth page                                     | £2,500 |
| • Competition Partnership (Advertorial or Advert) | P.O.A  |

## DISTRIBUTION

- 563,921 copies of The Times published on a Saturday
- 79,521 tablet format active views
- 874,000 digital readership
- Distributed UK wide

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### AGE

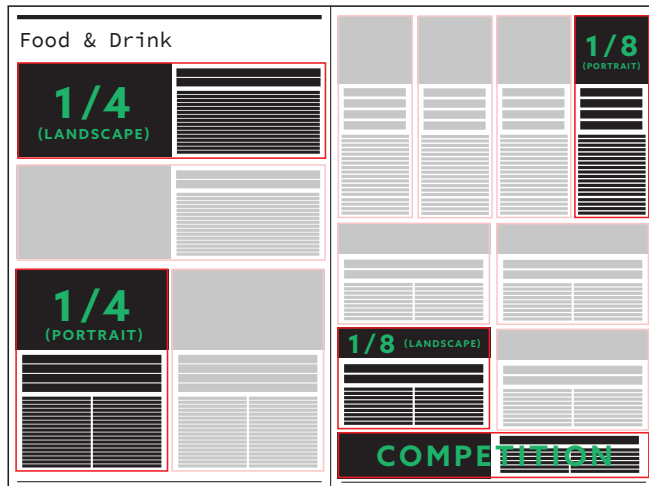


### GENDER



## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.  
EXACT LAYOUT SUBJECT TO CHANGE



### QUARTER PAGE

Landscape - 269x66mm  
Portrait - 133x136mm

### EIGHTH PAGE

Landscape - 133x66mm  
Portrait - 64x136mm

|                       |   |                       |  |
|-----------------------|---|-----------------------|--|
| <b>Headline</b>       | Written in house                            | <b>Headline</b>       | Written in house                           |
| <b>Main body copy</b> | 160 - 250 words supplied in a word document | <b>Main body copy</b> | 80 - 120 words supplied in a word document |
| <b>Contact</b>        | Website, Phone number                       | <b>Contact</b>        | Website, Phone number                      |
| <b>Images</b>         | 1 - 2 high resolution images*               | <b>Images</b>         | 1 high resolution image*                   |

## SUPPLYING CONTENT

### NAMING FILES

Content should be supplied clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. FD0718\_YOURCLIENTNAME.pdf

### IMAGE SPECIFICATIONS\*

- All images are high resolution (at least 300dpi) & CMYK colour.
- CMYK JPEGs
- We can not use images from a client website as these are too low resolution to print

We cannot guarantee the quality of the final print for images 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.

### COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format.

### FILE TRANSFER

Files less than 8Mb can be emailed directly to:  
[jennifer@hurstmediacompany.co.uk](mailto:jennifer@hurstmediacompany.co.uk)

For larger files please call the Production Department on:  
**+44 (0) 20 478 6016**

### CONTACT DETAILS

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

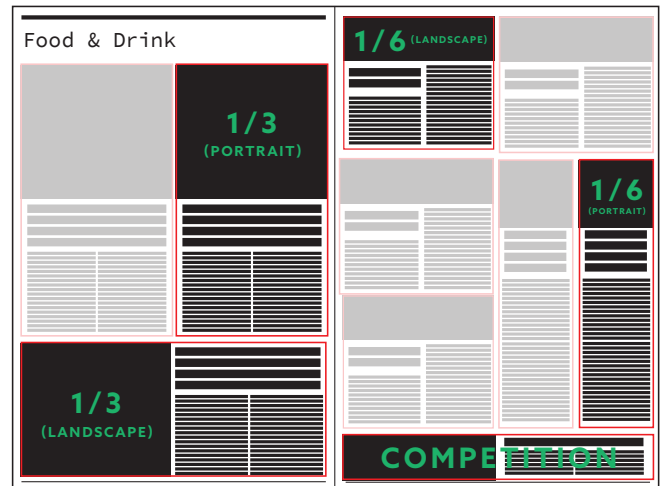
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[jennifer@hurstmediacompany.co.uk](mailto:jennifer@hurstmediacompany.co.uk)

## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.  
EXACT LAYOUT SUBJECT TO CHANGE



### THIRD PAGE

Landscape - 296x89mm  
Portrait - 133x182mm

### SIXTH PAGE

Landscape - 133x89mm  
Portrait - 64x182mm

|                       |   |                       |   |
|-----------------------|---|-----------------------|---|
| <b>Headline</b>       | Written in house                            | <b>Headline</b>       | Written in house                            |
| <b>Main body copy</b> | 200 - 300 words supplied in a word document | <b>Main body copy</b> | 120 - 150 words supplied in a word document |
| <b>Contact</b>        | Website, Phone number                       | <b>Contact</b>        | Website, Phone number                       |
| <b>Images</b>         | 1 - 3 high resolution images*               | <b>Images</b>         | 1 high resolution image*                    |

### COMPETITION (BOTH SPREADS) 269x45mm

|                       |                  |                |                               |
|-----------------------|------------------|----------------|-------------------------------|
| <b>Headline</b>       | Written in house | <b>Contact</b> | Website, Phone number         |
| <b>Prize</b>          | Prize and value  | <b>Images</b>  | 1 - 3 high resolution images* |
| <b>Main body copy</b> | 50 - 70 words    |                |                               |

## SUPPLYING CONTENT

### DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout/design your advertorial slot within the house style of the publication. Layouts may vary depending on images and/or text supplied.

Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

### APPROVALS & AMENDMENTS

- Hurst Media Company 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/approval/records only.
- As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Bespoke advertorials (in which Hurst Media Company supplies the copy ONLY, and all images / logos provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

\* 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

