

Food & Drink

Published with **THE TIMES** Saturday 14th July 2018

Food & Drink 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* 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, 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 to expert food and drink commentary from award-winning journalists.

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

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 more people embrace plant-based diets, the range of options available has grown significantly. From burgers and pizzas to desserts, there's now a plant-based version of just about everything. This is a great way to explore new flavours and textures while also being kinder to the planet.

Connected cooking: Smart kitchen devices

Smart kitchen devices are revolutionising the way we cook. From smart ovens and fridges to smart scales and blenders, these devices offer a range of features that can make cooking easier and more efficient. They can also help you to save money and reduce waste.

Tours to the world's tastiest destinations

There's nothing more delicious than experiencing a new cuisine in its home. Whether it's a wine tour in France or a food tour in Italy, these experiences offer a unique way to explore the world's most delicious destinations. They also offer a chance to learn about the history and culture of the food you're eating.

Outdoor entertaining for the summer months

Summer is the perfect time to entertain outdoors. Whether it's a BBQ or a formal dinner, there are a range of options available to suit every taste and budget. From outdoor furniture and lighting to food and drink, there's something for everyone.

Vineyard tours for true wine connoisseurs

For true wine connoisseurs, there's nothing more rewarding than a vineyard tour. These tours offer a chance to learn about the history and culture of the wine you're drinking, as well as to see the vines that produce it. They also offer a chance to taste some of the best wines in the world.

Food tours well worth the travel

Food tours are a great way to explore a new city and its cuisine. Whether it's a walking tour or a food truck tour, these experiences offer a unique way to see and eat your way. They also offer a chance to learn about the history and culture of the food you're eating.

£500 kitchen kit for your home

Whether you're a professional chef or a home cook, a £500 kitchen kit is a great investment. It can help you to improve your cooking skills and make your kitchen more efficient. From cookware and small appliances to storage and organisation, there's something for everyone.

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



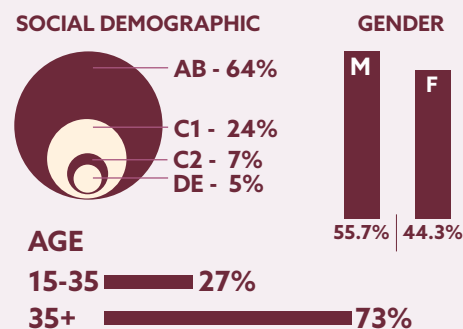
RATE CARD

• 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

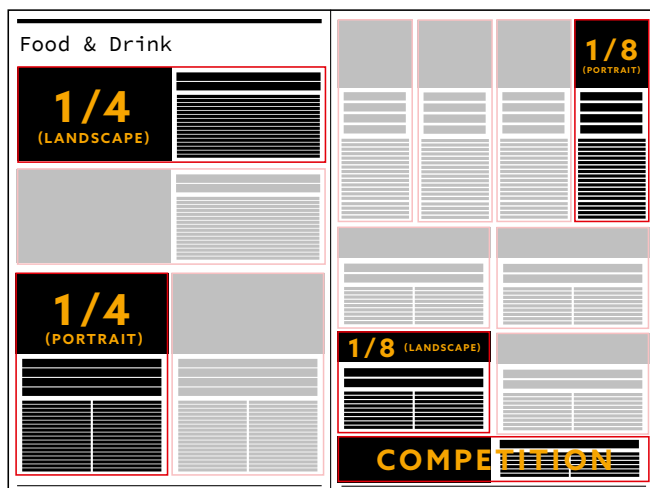
- 563,921 copies of The Times published on a Saturday
- 79,521 tablet format active views
- 874,000 digital readership
- Distributed UK wide

DEMOGRAPHICS



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

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

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

CONTACT DETAILS

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VAT number: 161866882

MEDIA SALES

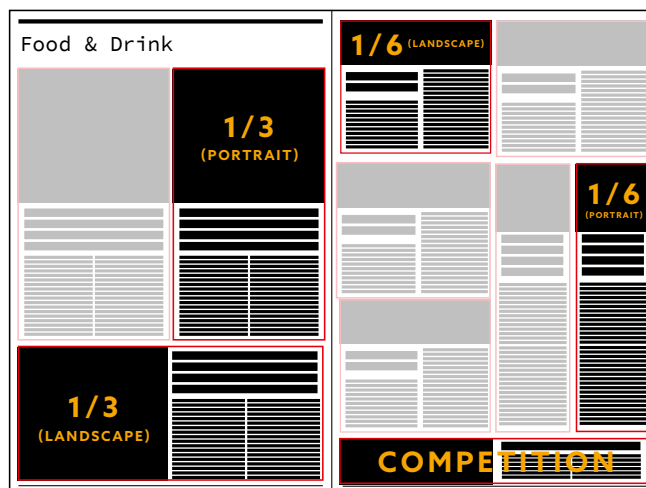
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

Tel: 0203 478 6016
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

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

COMPETITION (BOTH SPREADS) 269x45mm

Headline	Written in house	Contact	Website, Phone number
Prize	Prize and value	Images	1 - 3 high resolution images*
Main body copy	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

