

THE GOLF CHECKLIST



Published with **THE TIMES** Saturday 28th July 2018

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

The Times is a leading source of golfing commentary, with 43,000 of its readers belonging to a golf club, 47,000 readers who play the game regularly, as well as a fervent spectator following. *The Golf Checklist* will serve as an essential guide to provide novice readers with the confidence to take up the sport, as well as offering advice to intermediate players for how they can improve their putting game.

It will showcase a high-quality selection of products, services and experiences ranging from the best gear and equipment, fashion and footwear, golfing holidays, and the finest golf courses.

Sandwiched between two golfing majors, The Open and The PGA, *The Golf Checklist* is the perfect shop window for brands and organisations to benefit from an average readership age of 65+, who are likely to have a greater disposable income and be more concerned with maintaining an active and healthy lifestyle.

Particularly Considering

- *The Times* boasts 1.13 million readers per day across all print and digital platforms
- 215k Times readers have an interest in golf, which is 106% higher than the national average
- 67% of readers are AB social group, and the average family income is £48,044 per annum for Saturday Times readers
- 36.6% of *The Times* readers are in the 65+ age group
- Times readers have on average 9 conversations about sport every week, the UK population average is 6.8

THE GOLF CHECKLIST

Find out how you can lead a greener lifestyle with our selection of eco-friendly fashion brands, food & drink, technology, charities and travel options

Accessories that should be in every golfer's bag

AS THE GOLF CHECKLIST is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*, it is the perfect place to showcase a high-quality selection of products, services and experiences ranging from the best gear and equipment, fashion and footwear, golfing holidays, and the finest golf courses.

It will serve as an essential guide to provide novice readers with the confidence to take up the sport, as well as offering advice to intermediate players for how they can improve their putting game.

It will showcase a high-quality selection of products, services and experiences ranging from the best gear and equipment, fashion and footwear, golfing holidays, and the finest golf courses.

Bespoke, technical golf clothing for men and women

FOR GOLFERS WHO WANT to improve their game, the best place to start is with their clothing. The right gear can make a difference to your performance on the course, and it can also help you look like a professional. The right gear can also help you stay comfortable and dry, even in the most challenging weather conditions.

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Luxury breaks abroad for the avid golfer

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The finest footwear for treading the course

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Fairways to heaven: The UK's best golf courses

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Spectacular British golf courses for all skill levels

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High-quality golf bags for men and women

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Bag a hole in one with these top rated clubs and sets

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Comfort and fashion on the fairways

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The finest golf buggies you can buy

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We've teamed up with Webum Golf Club to offer one reader the chance to play on championship courses

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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

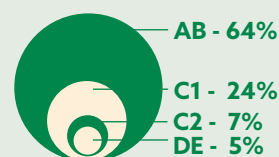
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

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

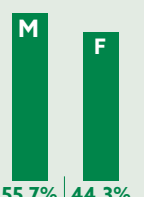
SOCIAL DEMOGRAPHIC



AGE

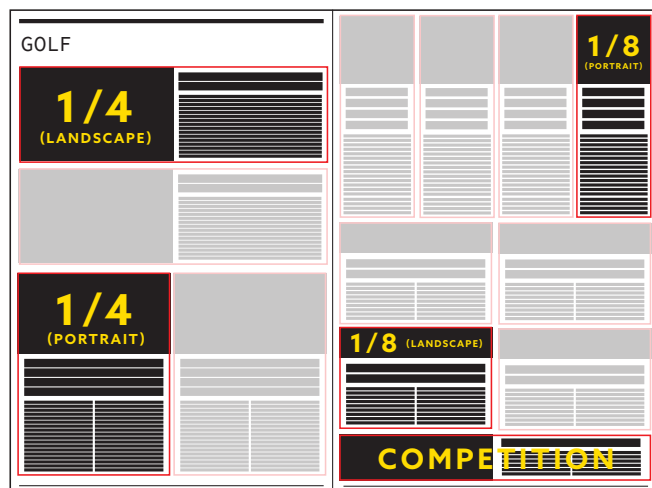


GENDER



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

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. GO0718_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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hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

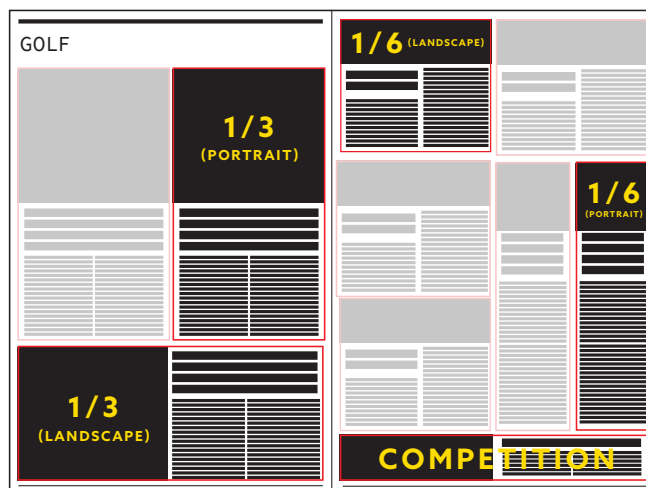
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

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

