

Wedding Inspirations



Published with The Times Saturday 19th May 2018

Wedding Inspirations is a full-colour, tabloid sized double page spread of advertorial content published in the Weekend section of *The Times*.

To mark the royal wedding between Prince Harry and Ms Meghan Markle, *Wedding Inspirations* will serve as an essential guide to planning your own or a loved-ones' big day.

It will showcase a high-quality selection of products and services ranging from fashion, planning, trends and honeymoons to inspire the affluent Times readership at a time when they will be highly susceptible to making buying decisions. *Wedding Inspirations* is the perfect shop window for brands and organisations to benefit from the excitement and feel-good factor around the royal wedding.

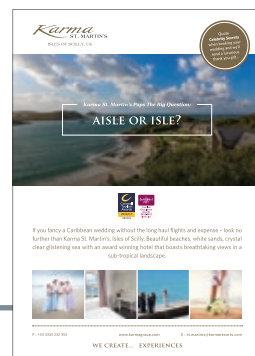
Particularly Considering

- The Times is the number one daily title for reaching the UK's Business Elite
- The Times boasts 1.13 million readers per day across all print and digital platforms
- Times readers are 25% more likely to mention ads when they talk about brands
- The Times reaches 938,000 readers within the affluent ABC1 demographic
- 42% of Times digital readers are conversation catalysts – twice the national average

Previous Advertisers



1M
Daily print readership of The Times



RATE CARD

- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**

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

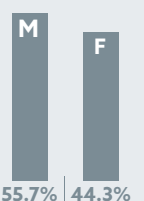
SOCIAL DEMOGRAPHIC



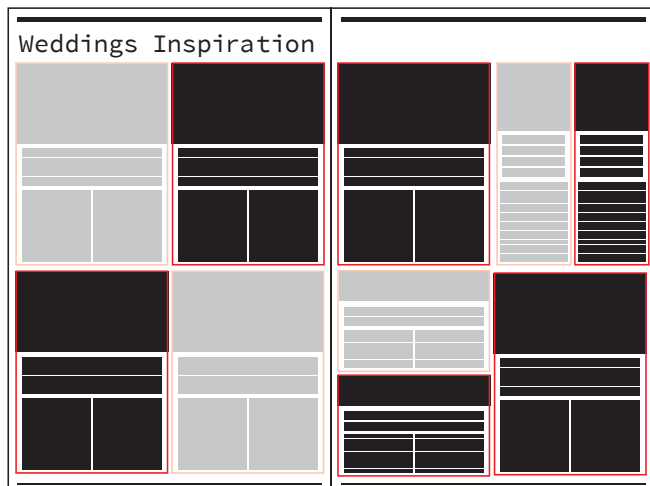
AGE



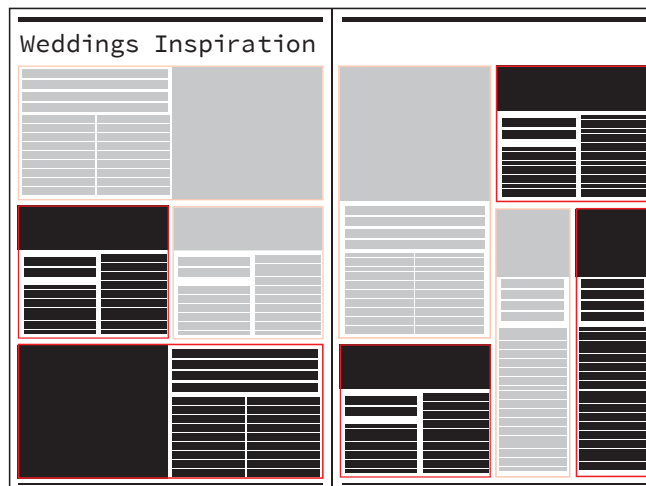
GENDER



1/4 , 1/8 FEATURE REQUIREMENTS



1/3 , 1/6 FEATURE REQUIREMENTS



QUARTER PAGE

Headline	40 - 70 characters
Main body copy	160 - 250 words supplied in a word document
Contact	Website, Phone number
Images	1 - 2 high resolution images*

EIGHTH PAGE

Headline	10 - 40 characters
Main body copy	80 - 120 words supplied in a word document
Contact	Website, Phone number
Images	1 high resolution image*

THIRD PAGE

Headline	50 - 80 characters
Main body copy	200 - 300 words supplied in a word document
Contact	Website, Phone number
Images	2 - 3 high resolution images*

SIXTH PAGE

Headline	10 - 45 characters
Main body copy	120 - 150 words supplied in a word document
Contact	Website, Phone number
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. WIT0518_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

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.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600†.

The service provided is outlined in this Media Pack and online.

* 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

CONTACT DETAILS

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