

# Arts, Antiques & Collectibles



Published with **THE TIMES** Saturday 29<sup>th</sup> September 2018

**Arts, Antiques & Collectibles** is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday *Times*.

With 62% of *Times* readers claiming to trust the articles in the Arts section, *The Times* is renowned for its expert commentary on cultural matters. *Arts, Antiques & Collectibles* will serve as an essential guide to inspire these readers to explore new activities and pastimes in the UK's thriving arts, antiques and collectibles market.

Showcasing a selection of exciting brands, products and services, it will include the best exhibitions, auctions, fairs and period properties, as well as memorabilia, collectibles and jewellery.

Published on a Saturday, *Arts, Antiques & Collectibles* is the perfect shop window for brands and organisations looking to benefit from a readership that has more time to spend with their newspaper than a weekday instalment, and one accustomed to highly respected cultural commentary from world-class contributors.

## Particularly Considering

- *The Times* boasts 1.13 million readers per day across all print and digital platforms
- 34% of *Times* readers visit the latest art exhibitions
- 56% of readers use *The Times* to help them discover new art exhibitions
- *The Times* readers are more than twice as likely to have visited an art gallery or exhibition in the last 12 months
- *The Times* is read for an average of 76 minutes on a Saturday
- 67% of *Times* readers are AB social group, with an average family income of £46,453 per annum

ADVERTISEMENT

**Arts, Antiques & Collectibles**

Explore the UK's thriving arts and antiques market with finest exhibitions, auctions, fairs, period properties and memorabilia collections

**Find the right house for you at property auction**

PROFESSIONAL PROPERTY AUCTIONS

Explore the finest works of art collected in the 18th century

THE OLDEST AND FINEST GEORGIAN HOMES FOR SALE

**Spice up your weekend with a trip to the museum**

Authentic memorabilia for vintage lovers

Take a look inside the most impressive exhibition

We've teamed up with Uggas to offer the chance for one lucky reader to win over £200 worth of vintage jewellery

**The rarest, finest collections for sale**

**Shop our timeless jewellery collections**

**Give your period property a modern update**

**The finest automobile auction for car lovers**

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

35%

of readers talk about finance everyday



## RATE CARD

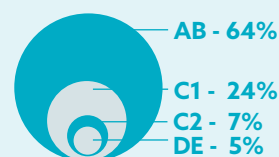
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership (Advertorial or Advert) **P.O.A**

## DISTRIBUTION

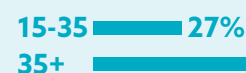
- 583,000 copies of The Times published on a Saturday
- 1,320,000 average Saturday readership
- Distributed UK wide

## DEMOGRAPHICS

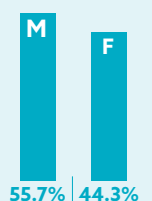
### SOCIAL DEMOGRAPHIC



### AGE

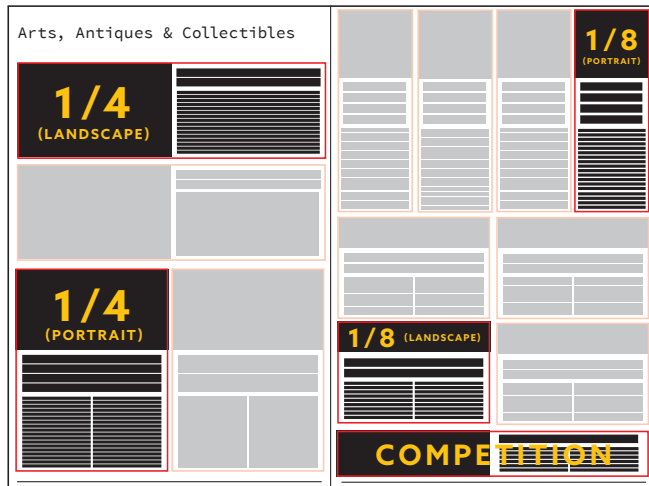


### GENDER



## 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>	60 - 90 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. AACT0918\_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  
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Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

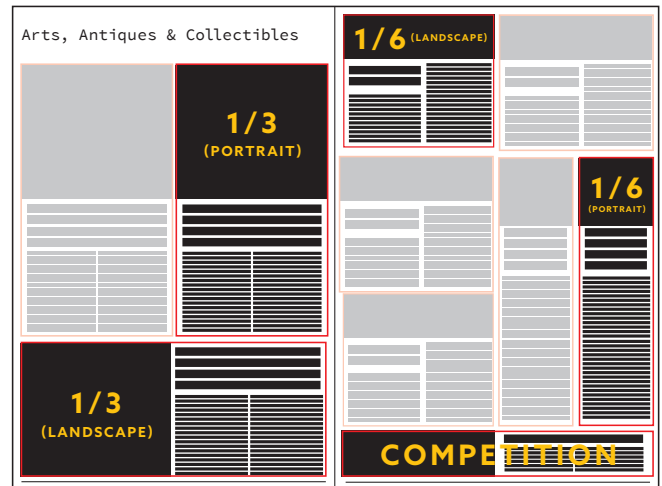
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### 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 - 269x89mm  
Portrait - 133x182mm

### SIXTH PAGE

Landscape - 133x90mm  
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*

### COMPETION 269x42mm

<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