

# Be Your Own Boss

## checklist

PUBLISHED WITH **THE TIMES** SATURDAY 28 MARCH 2020

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

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

*The Times* is the number one daily title for reaching the UK's business elite, reaching 52% more than *The Daily Telegraph* and 35% more than the *Financial Times*. This makes *Times* readers the perfect audience for **Be Your Own Boss Checklist**, which will serve as an essential guide for those embarking on their first business venture, as well as current business owners. It will give these readers a deeper insight into everything they need to know about starting their own company and bettering their business.

Showcasing a high-quality selection of products and services, **Be Your Own Boss Checklist** published with *The Times* will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published on a Saturday, **Be Your Own Boss Checklist** is the perfect shop window for brands and organisations looking to benefit from a readership, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas, and have more time to spend reading their newspaper than a weekday instalment.

### PARTICULARLY CONSIDERING

- 45% of *Times* readers agree they are more likely to take some action after reading articles in this section
- Times* readers are more than twice as likely to be interested in personal finance and investment topics
- The Times* is the number one daily title for reaching the UK's business elite, reaching 35% each day
- The Times* is read for an average of 76 minutes on a Saturday

### Be Your Own Boss checklist

**ArchOver connects high-growth SMEs with the cash they need to succeed. How can they help you?**

ArchOver is a leading UK SME finance company, specialising in providing fast, flexible, and secure funding solutions for businesses of all sizes. With over 10 years of experience, ArchOver has helped thousands of businesses to grow and succeed. Their services include:

- **Invoice Finance:** Fast access to cash flow by selling your invoices.
- **Business Loans:** Flexible repayment structures to suit your needs.
- **Asset Finance:** Finance your equipment and vehicles.

Contact ArchOver today for a free consultation. [www.archover.co.uk](http://www.archover.co.uk)

### Find franchise opportunities on FranchiseSales.com

FranchiseSales.com is the UK's leading franchise marketplace, offering a wide range of opportunities for businesses looking to expand. With over 10,000 franchises listed, you can find the perfect opportunity for your business. Popular franchises include:

- **GoDaddy:** Web hosting and domain services.
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Visit [www.franchisesales.com](http://www.franchisesales.com) today.

### Escape corporate accounting

AIMS Accountants for Business offers a range of services for businesses looking to streamline their accounting. Their team of experts can help you with everything from tax planning to payroll. Contact them today for a free consultation. [www.aimsaccountants.co.uk](http://www.aimsaccountants.co.uk)

### How easyMoney can help solve the savings crisis

easyMoney is a leading UK savings company, offering a range of high-interest savings accounts. Their services include:

- **Fixed Rate Savings:** Secure and reliable.
- **Easy Access Savings:** Flexible and convenient.
- **Investment Savings:** Grow your wealth.

Contact easyMoney today for a free consultation. [www.easymoney.co.uk](http://www.easymoney.co.uk)

### Helping you get on the road, and stay there

Northgate is a leading UK travel company, offering a range of services for businesses looking to travel. Their services include:

- **Business Travel:** Flexible and convenient.
- **Leisure Travel:** Relax and unwind.
- **Corporate Travel:** Streamline your travel.

Contact Northgate today for a free consultation. [www.northgate.co.uk](http://www.northgate.co.uk)

### Time to scale-up your eCommerce business?

GoDaddy is a leading UK eCommerce company, offering a range of services for businesses looking to scale up. Their services include:

- **Web Hosting:** Fast and reliable.
- **Domain Names:** Secure and reliable.
- **Website Design:** Professional and modern.

Contact GoDaddy today for a free consultation. [www.godaddy.co.uk](http://www.godaddy.co.uk)

### Small and powerful: discover an A3 colour printer that's compact, eco-friendly and offers endless possibilities

OKI is a leading UK printer company, offering a range of services for businesses looking to print. Their services include:

- **A3 Colour Printing:** High quality and professional.
- **Eco-friendly:** Save money and the environment.
- **Compact:** Fits in any office.

Contact OKI today for a free consultation. [www.oki.co.uk](http://www.oki.co.uk)

### GoDaddy Websites + Marketing: empowering entrepreneurs

GoDaddy is a leading UK website and marketing company, offering a range of services for businesses looking to grow. Their services include:

- **Website Design:** Professional and modern.
- **Marketing:** Reach your target audience.
- **SEO:** Improve your search engine ranking.

Contact GoDaddy today for a free consultation. [www.godaddy.co.uk](http://www.godaddy.co.uk)

### Taking the pain out of payroll

HTB is a leading UK payroll company, offering a range of services for businesses looking to manage their payroll. Their services include:

- **Payroll:** Accurate and reliable.
- **Pension:** Secure and reliable.
- **HR:** Streamline your HR processes.

Contact HTB today for a free consultation. [www.htb.co.uk](http://www.htb.co.uk)

### Award-winning personal and business savings

easyMoney is a leading UK savings company, offering a range of services for businesses looking to save. Their services include:

- **Savings:** Grow your wealth.
- **Investment:** Grow your wealth.
- **Insurance:** Protect your wealth.

Contact easyMoney today for a free consultation. [www.easymoney.co.uk](http://www.easymoney.co.uk)

1.3m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

### RATE CARD

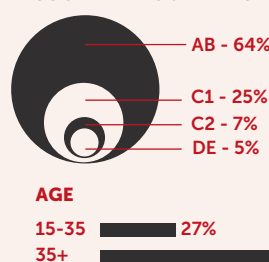
Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A.

### DISTRIBUTION

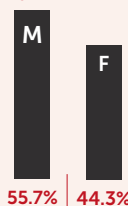
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

### DEMOGRAPHICS

#### SOCIAL DEMOGRAPHIC

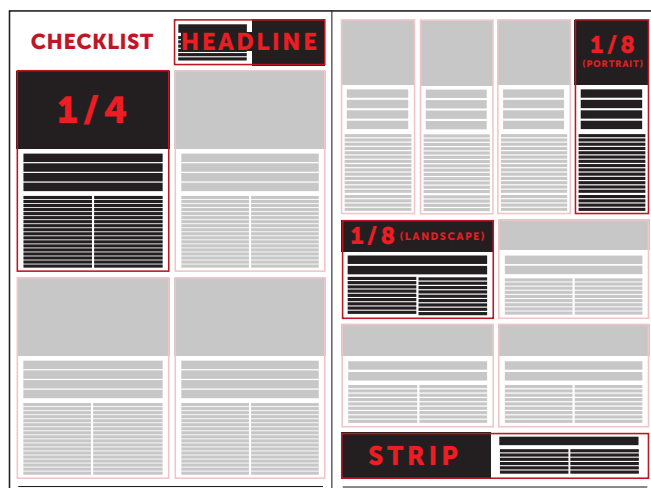


#### GENDER



## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### QUARTER PAGE

Portrait: 132 x 136.6 mm

<b>Total word count</b>	200-250 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images + logo

### EIGHTH PAGE

Landscape: 132 x 66.25 mm  
Portrait: 64 x 136.6 mm

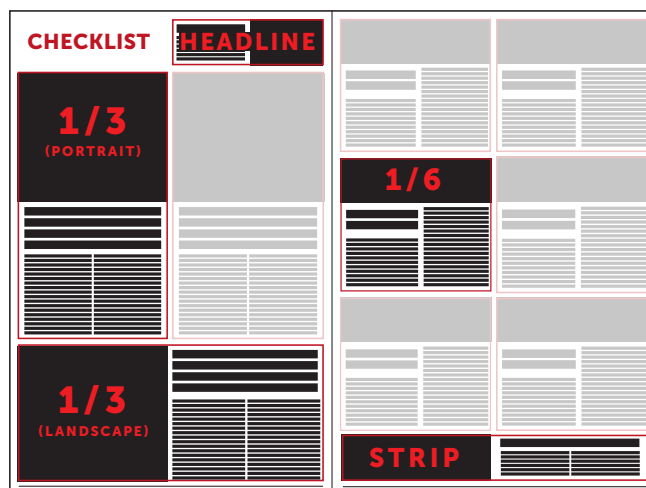
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 268 x 42.5 mm

<b>Main body copy</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

Landscape: 268 x 89.7 mm  
Portrait: 183.6 x 132 mm

<b>Total word count</b>	200-300 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

Landscape: 132 x 89.7 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 134 x 42.5 mm

<b>Main body copy</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

### COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

### FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

### DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be subedited by Hurst Media's editorial team. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

### APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

\* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

Bespoke advertorials (in which Hurst Media Company supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.  
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

### 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.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

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



# HURST MEDIA

The UK's trusted media partner