

Be Your Own Boss checklist



PUBLISHED WITH THE TIMES ON SATURDAYS

(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

Consider starting your own business or already running a successful one? This is your chance to find out more about the opportunities available to you.

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

ArchOver is a leading provider of business finance solutions. We help SMEs access the capital they need to grow their business. Our team of experts can help you find the right financing solution for your business, whether you need a loan, a line of credit, or a combination of both. Contact us today to learn more.

Find franchise opportunities on FranchiseSales.com

FranchiseSales.com is the leading online marketplace for franchise opportunities. With over 10,000 franchises listed, you can find the right business for you. Our team of experts can help you navigate the franchise process, from finding a franchise to securing financing. Contact us today to learn more.

Escape corporate accounting

AIMS Accountants is a leading provider of accounting services for small businesses. We offer a range of services, including bookkeeping, tax preparation, and financial advice. Our team of experts can help you manage your business's finances, so you can focus on growing your business. Contact us today to learn more.

How easyMoney can help solve the savings crisis

easyMoney is a leading provider of personal finance services. We offer a range of services, including budgeting, saving, and investing. Our team of experts can help you manage your personal finances, so you can achieve your financial goals. Contact us today to learn more.

GoDaddy Websites + Marketing: empowering entrepreneurs

GoDaddy Websites + Marketing is a leading provider of website and marketing services for small businesses. We offer a range of services, including website design, development, and marketing. Our team of experts can help you create a professional online presence for your business. Contact us today to learn more.

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

OKI is a leading provider of office equipment. Our A3 colour printer is compact, eco-friendly, and offers endless possibilities. It's perfect for small businesses that need a reliable, high-quality printer. Contact us today to learn more.

Helping you get on the road, stay there

NORTHGATE is a leading provider of travel services. We offer a range of services, including travel planning, booking, and management. Our team of experts can help you plan your next trip, whether it's a business trip or a vacation. Contact us today to learn more.

Time to scale-up your eCommerce business?

BuzzBrand is a leading provider of eCommerce services. We offer a range of services, including website design, development, and marketing. Our team of experts can help you scale up your eCommerce business, so you can reach more customers and increase your sales. Contact us today to learn more.

1.3m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

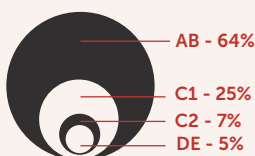
believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

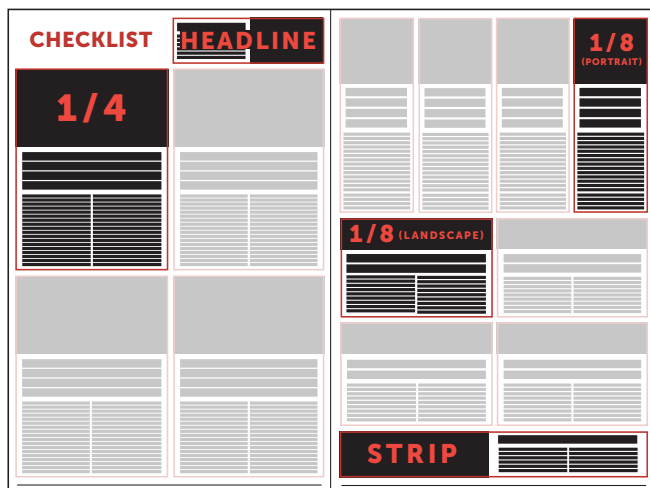
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

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

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

EIGHTH PAGE

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

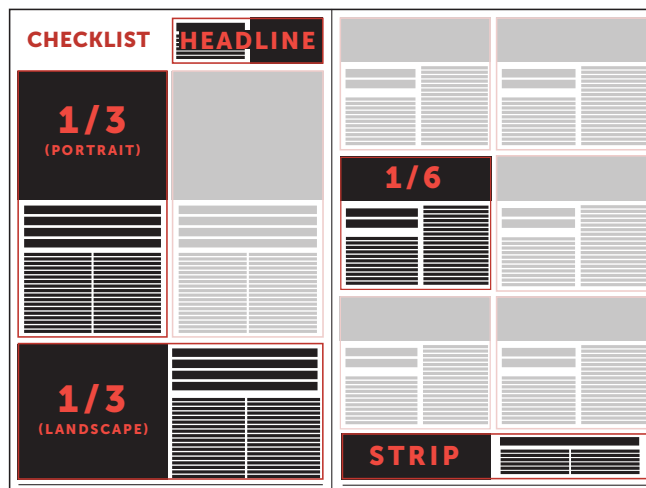
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 268 x 42.5 mm

Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	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

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

SIXTH PAGE

Landscape: 132 x 89.7 mm

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

HEADLINE Landscape: 134 x 42.5 mm

Total word count	60-80 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	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 reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service [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 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.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

Hurst Media Company, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

Be Your Own Boss Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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