

Be Your Own Boss



Published with **THE TIMES** Saturday 12th January 2019

Be Your Own Boss 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**, 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** 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** 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.

Be Your Own Boss

Everything you need to know about starting your own company and bettering your business, with the finest IT, financial, legal and corporate services

Get ahead with your business finances

AS BUSINESS GROWS, it's essential to have a good understanding of your finances. This is why it's so important to have a professional accountant on hand. They can help you to understand your business's financial position and provide you with the best advice on how to manage your money. They can also help you to understand the different ways in which you can finance your business, and they can help you to understand the different ways in which you can reduce your tax liability. They can also help you to understand the different ways in which you can protect your business from financial risk.

Find the best insurance policy to suit you

AS BUSINESS GROWS, it's essential to have a good understanding of your insurance. This is why it's so important to have a professional insurance broker on hand. They can help you to understand your business's insurance needs and provide you with the best advice on how to choose the right insurance policy. They can also help you to understand the different ways in which you can reduce your insurance costs, and they can help you to understand the different ways in which you can protect your business from insurance risk.

Offering the finest financial advice on investments

AS BUSINESS GROWS, it's essential to have a good understanding of your investments. This is why it's so important to have a professional financial adviser on hand. They can help you to understand your business's investment needs and provide you with the best advice on how to choose the right investment. They can also help you to understand the different ways in which you can reduce your investment costs, and they can help you to understand the different ways in which you can protect your business from investment risk.

Ensuring that your company hires only the very best

AS BUSINESS GROWS, it's essential to have a good understanding of your recruitment. This is why it's so important to have a professional recruitment agency on hand. They can help you to understand your business's recruitment needs and provide you with the best advice on how to choose the right candidate. They can also help you to understand the different ways in which you can reduce your recruitment costs, and they can help you to understand the different ways in which you can protect your business from recruitment risk.

The best business bank accounts for entrepreneurs

AS BUSINESS GROWS, it's essential to have a good understanding of your business bank account. This is why it's so important to have a professional business bank account on hand. They can help you to understand your business's bank account needs and provide you with the best advice on how to choose the right bank account. They can also help you to understand the different ways in which you can reduce your bank account costs, and they can help you to understand the different ways in which you can protect your business from bank account risk.

The best IT and tech solutions for small businesses

AS BUSINESS GROWS, it's essential to have a good understanding of your IT and tech solutions. This is why it's so important to have a professional IT and tech solutions provider on hand. They can help you to understand your business's IT and tech solutions needs and provide you with the best advice on how to choose the right IT and tech solutions. They can also help you to understand the different ways in which you can reduce your IT and tech solutions costs, and they can help you to understand the different ways in which you can protect your business from IT and tech solutions risk.

Venues to host your corporate events

AS BUSINESS GROWS, it's essential to have a good understanding of your corporate events. This is why it's so important to have a professional corporate events venue on hand. They can help you to understand your business's corporate events needs and provide you with the best advice on how to choose the right corporate events venue. They can also help you to understand the different ways in which you can reduce your corporate events costs, and they can help you to understand the different ways in which you can protect your business from corporate events risk.

Win twelve months worth of free small business insurance and protect your company with AXA

AS BUSINESS GROWS, it's essential to have a good understanding of your small business insurance. This is why it's so important to have a professional small business insurance provider on hand. They can help you to understand your business's small business insurance needs and provide you with the best advice on how to choose the right small business insurance. They can also help you to understand the different ways in which you can reduce your small business insurance costs, and they can help you to understand the different ways in which you can protect your business from small business insurance risk.

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

34%

are likely to take action after seeing adverts in this section

Particularly Considering

- *The Times* boasts 1.13 million readers per day across all print and digital platforms
- 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



RATE CARD

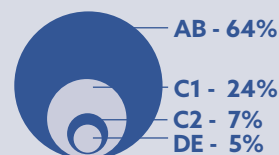
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

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

DEMOGRAPHICS

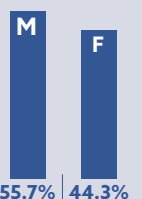
SOCIAL DEMOGRAPHIC



AGE

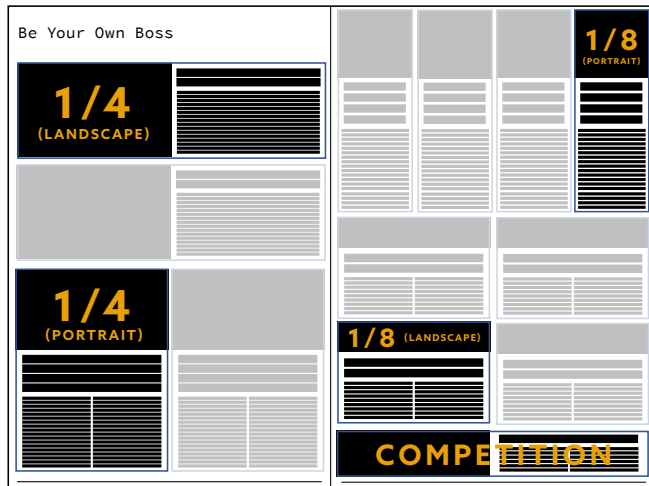


GENDER



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

Headline	Written in house	Headline	Written in house
Main body copy	160 - 250 words supplied in a word document	Main body copy	60 - 90 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.T_BYOB0119_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

Hurst Media Company
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N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

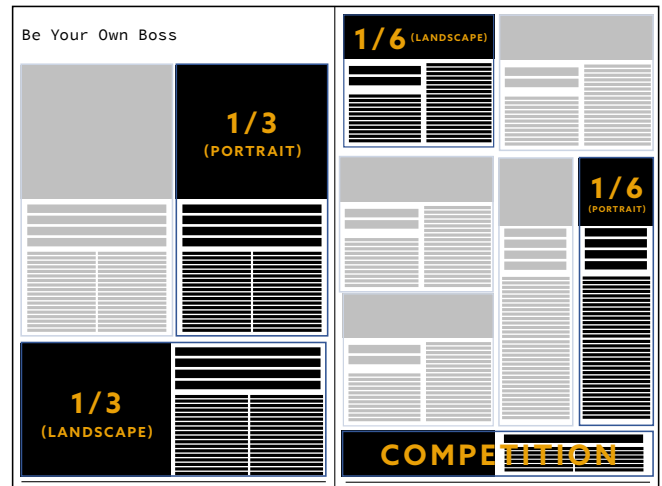
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

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 - 269x89mm
Portrait - 133x182mm

SIXTH PAGE

Landscape - 133x90mm
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 269x42mm

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.

Please note that all bookings are made subject to our terms and conditions of advertising, which are available by [clicking here](#).

* 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

