

# Be Your Own Boss



PUBLISHED WITH THE  TIMES SATURDAY 28TH SEPTEMBER 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.

## 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

ADVERTISEMENT

## Be Your Own Boss

Everything you need to know about starting your own company and bettering your business, with the benefit of 12 hours' exclusive content and discounts, yours.



**Get ahead with your business finances**

**Find the best insurance policy to suit you**

**How to find the best IT and tech solutions for small businesses**

**Win twelve months' worth of free small business insurance and protect your company with RAC**

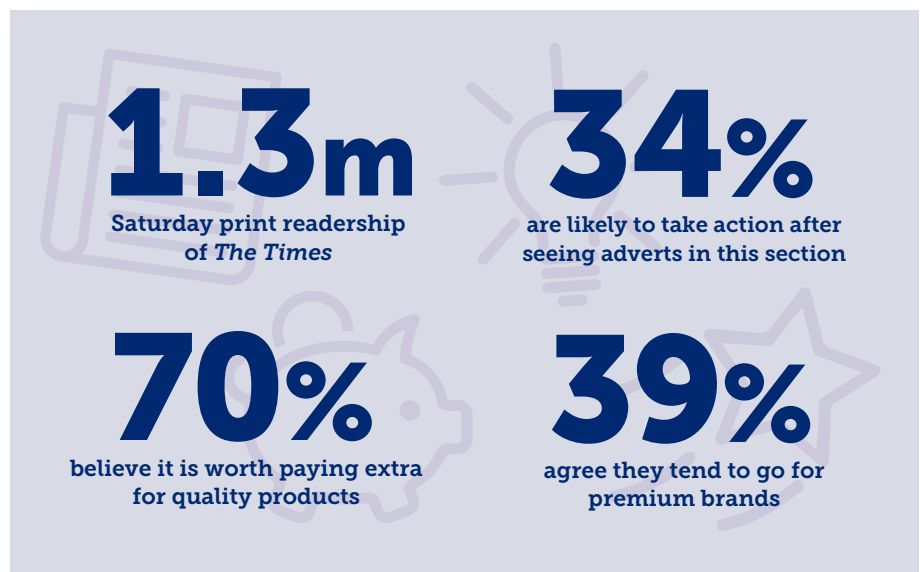
**How to find the best legal services to represent your company**

**Worries to test your corporate events**

**How to find the best recruitment agencies**

**How to find the best networking spaces**

**How to find the best corporate venues**



## RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
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

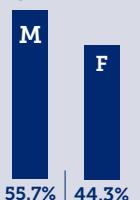
### SOCIAL DEMOGRAPHIC



### AGE

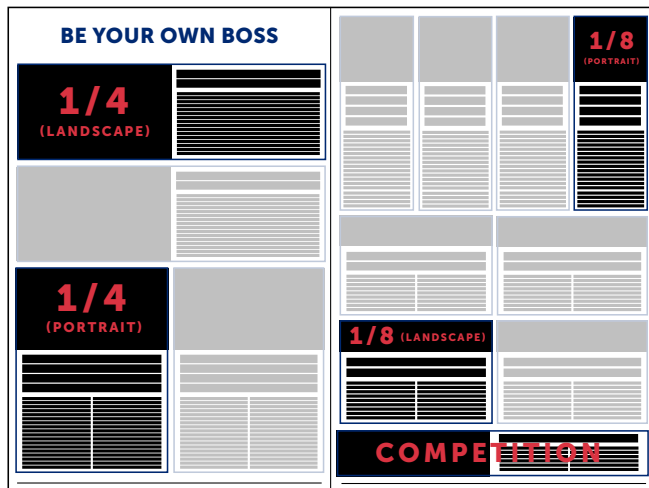


### GENDER



## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### QUARTER PAGE

Landscape: 268 x 66.25 mm  
Portrait: 132 x 136.6 mm

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	160-250 words	<b>Main body copy</b>	60-90 words
<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*

### EIGHTH PAGE

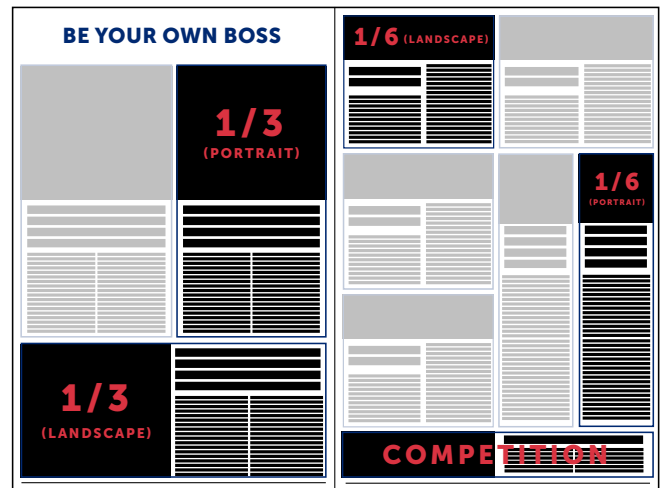
Landscape: 132 x 66.25 mm  
Portrait: 64 x 136.6 mm

### COMPETITION: 268 x 41.35 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words
<b>Prize</b>	Prize and value		

## 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>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words	<b>Main body copy</b>	120-150 words
<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*

### SIXTH PAGE

Landscape: 132 x 89.7 mm  
Portrait: 183.6 x 64 mm

<b>Contact</b>	Website, phone number	<b>Images</b>	1-3 high resolution images*
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## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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. Colour 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 [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](mailto:wetransfer.com). Please clarify in your message your company name, publication and on sale date as per your booking.

### DESIGN PROCESS

Once all material is submitted according to specification, **Hurst Media Company** will layout 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 rounds of amendments before final approval is required
- 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 are 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.

### CONTACT DETAILS

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
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VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017  
Fax: 0203 478 6018  
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### PRODUCTION DEPT.

Tel: 0203 478 6016  
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