

CHRISTMAS CRACKERS



Published with **THE TIMES** Saturday 17th November 2018

Christmas Crackers is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday *Times*.

With 109,000 *Times* readers admitting to spending between £200 and £350 on Christmas presents, *Christmas Crackers*, which will serve as the essential guide for yuletide inspiration, is an excellent opportunity to reach this audience in the run up to the holiday season.

It will showcase a high-quality selection of products, services and experiences, ranging from the most festive fairs, markets and indulgent foods, to gorgeous gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

As 138,000 *Times* readers begin their Christmas present planning in November, as well as the fact that 164,000 readers confess to buying presents for up to ten people, *Christmas Crackers*, published at the peak of the festive shopping season, is the perfect vehicle for showcasing your company's products to an audience who are preparing for the festive celebrations.

Particularly Considering

- The *Times* readers are 25% more likely to mention ads when they talk about brands
- The Weekend section is *Times* readers favourite section, with over half saying they keep this section to read at a later date
- The *Times* reaches 938,000 readers within the affluent ABC1 demographic
- Over 237,000 *Times* readers like to keep up with the latest fashions
- The *Times* is read for an average of 76 minutes on a Saturday
- 34% of Weekend readers agree they are likely to take some kind of action after seeing adverts in this section

ADVERTISEMENT

CHRISTMAS CRACKERS

Get into the Christmas spirit with these festive fairs, markets and indulgent food offerings, as well as gorgeous gifts, tipples, fashion and travel

High-quality artisan wines for a very merry Christmas

At the heart of the Christmas season is the joy of sharing a glass of wine with family and friends. This festive season, we've curated a selection of high-quality artisan wines that are perfect for the occasion. From sparkling to still, there's something for everyone. Visit [www.artisanwines.co.uk](#) for more information.

The perfect pudding to add a bit of magic to your table

There's nothing more festive than a traditional Christmas pudding. This year, we've teamed up with a local bakery to create a special limited edition pudding. It's rich, moist and packed with fruit. Visit [www.bakery.co.uk](#) to order yours.

The best Christmas market for that unbeatable festive feeling

There's nothing more festive than a traditional Christmas market. This year, we've teamed up with a local market to create a special limited edition market. It's full of festive stalls, food and drink. Visit [www.market.co.uk](#) for more information.

ADVERTISEMENT

Artisan chocolates to treat that special person in your life

There's nothing more festive than a traditional Christmas chocolate. This year, we've teamed up with a local chocolatier to create a special limited edition chocolate. It's rich, moist and packed with fruit. Visit [www.chocolatier.co.uk](#) for more information.

Celebrate in style and up your winter fashion game

There's nothing more festive than a traditional Christmas outfit. This year, we've teamed up with a local fashion designer to create a special limited edition outfit. It's stylish, fashionable and perfect for the occasion. Visit [www.fashion.co.uk](#) for more information.

Take the family to visit Santa in Lapland this year

There's nothing more festive than a traditional Christmas trip. This year, we've teamed up with a local travel agency to create a special limited edition trip. It's full of festive activities, food and drink. Visit [www.travel.co.uk](#) for more information.

The seasonal spirit for your festive celebrations

There's nothing more festive than a traditional Christmas drink. This year, we've teamed up with a local drink company to create a special limited edition drink. It's festive, delicious and perfect for the occasion. Visit [www.drink.co.uk](#) for more information.

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



RATE CARD

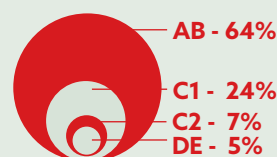
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

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

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

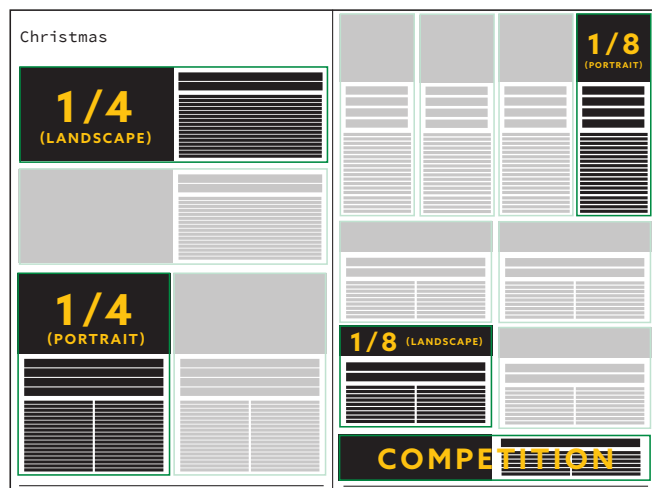


GENDER



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_GTCS1118_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

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hurstmediacompany.co.uk
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VAT number: 161866882

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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*

COMPETION 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

