

# Financial Services

Saving, Borrowing and Investing

Published with **THE TIMES** Saturday 22<sup>nd</sup> September 2018

**Financial Services: Saving, Borrowing and Investing** is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of The Saturday Times.

As 67% of *Times* readers are AB social group and more than twice as likely to be interested in personal finance and investment topics, *Financial Services: Saving, Borrowing and Investing* will serve as the essential guide for these wealthy professionals, providing the latest advice for how they can get the most out of their money.

It will showcase a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, as well as pensions, retirement and banking options.

5.1 finance-related conversations are had among *Times* readers every week, which is why *Financial Services: Saving, Borrowing and Investing* is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, suggestible to new products and services.

## Particularly Considering

- *The Times* boasts 1.13 million readers per day across all print and digital platforms
- 67% of readers are AB social group
- *The Times* readers are 25% more likely to mention ads when they talk about brands
- *Times* readers have a mean family income of £55,885
- *The Times* is the UK's No.1 daily print title for reaching the UK's business influencers



**Financial Services**  
Saving, Borrowing and Investing

**Plan ahead for your retirement income**

Make the informed choice with our round-up of property, insurance and investment opportunities, as well as financial advice, pensions and banking options.

**Offering the finest financial advice on investments**

As the UK's leading financial advice provider, we offer a range of services to help you make the most of your money. From investment advice to pension planning, we have the expertise to help you achieve your financial goals.

**The number one estate agent to sell your property**

With over 100 years of experience, we are the UK's leading estate agent. We offer a range of services to help you sell your property, from valuation to completion. We have the expertise to help you achieve the best price for your property.

**The best business bank accounts for entrepreneurs**

We offer a range of business bank accounts to suit your needs. From current accounts to savings accounts, we have the expertise to help you manage your business finances.

**A new way to invest with piece of mind**

Our new investment platform offers a range of services to help you invest your money. From investment advice to portfolio management, we have the expertise to help you achieve your investment goals.

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

We offer a range of insurance policies to suit your needs. From life insurance to health insurance, we have the expertise to help you protect your family and your business.

**Award-winning new build properties to buy or rent**

We offer a range of new build properties to buy or rent. From modern houses to luxury apartments, we have the expertise to help you find the perfect property for your needs.

**Where to invest your pension in retirement**

We offer a range of investment options for your pension in retirement. From equity release to annuities, we have the expertise to help you make the most of your pension.

**The best investment for your money**

We offer a range of investment options to help you grow your money. From stocks and bonds to property and art, we have the expertise to help you achieve your investment goals.

**Switch to a better current account deal for you**

We offer a range of current account deals to suit your needs. From basic current accounts to premium current accounts, we have the expertise to help you find the best deal for your money.

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

We offer a range of small business insurance policies to protect your company. From public liability to professional indemnity, we have the expertise to help you protect your business.

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

35%

of readers talk about finance everyday



## 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

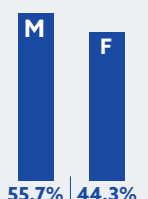
### SOCIAL DEMOGRAPHIC



### AGE

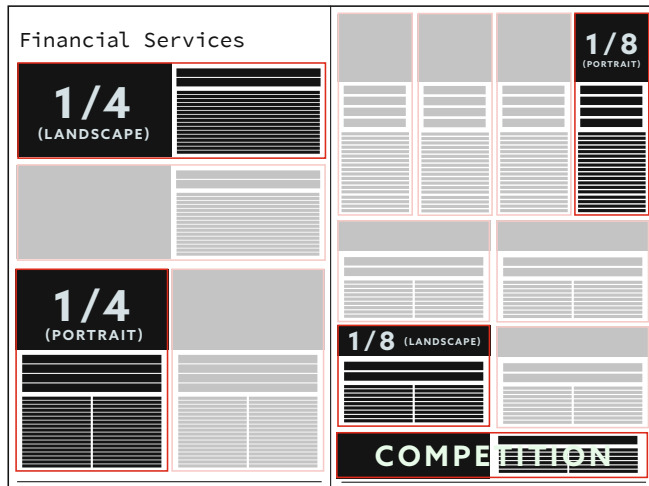


### GENDER



## 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

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

## 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. FS0918\_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](mailto:jennifer@hurstmediacompany.co.uk)

For larger files please call the Production Department on:  
**+44 (0) 20 478 6016**

### 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

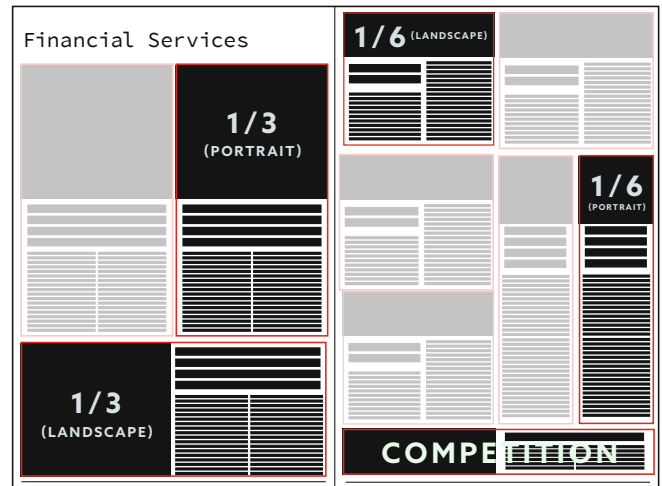
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Fax: 0203 478 6018  
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### PRODUCTION DEPT.

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[jennifer@hurstmediacompany.co.uk](mailto: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 - 133x89mm  
Portrait - 64x182mm

<b>Headline</b>	Written in house	<b>Headline</b>	Written in house
<b>Main body copy</b>	200 - 300 words supplied in a word document	<b>Main body copy</b>	120 - 150 words supplied in a word document
<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*

### COMPETITION 269x42mm

<b>Headline</b>	Written in house	<b>Contact</b>	Website, Phone number
<b>Prize</b>	Prize and value	<b>Images</b>	1 - 3 high resolution images*
<b>Main body copy</b>	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.

\* 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

