

Food & Drink

checklist



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(THIS IS NOT A SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

Food & Drink Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

The Times has always been a trusted source of eatery inspiration for foodies with a keen eye for alternative cuisine and culinary trends. **Food & Drink Checklist** will serve as an essential guide for readers to transform the way they eat in and dine out.

It will showcase a high-quality selection of products, services and experiences to benefit the food savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and alfresco dining options.

Published as we approach the summer months, **Food & Drink Checklist** is the perfect shop window for brands and organisations to benefit from the season best known for 'eating well', and a readership accustomed to expert food and drink commentary from award-winning journalists.

PARTICULARLY CONSIDERING

- When talking about brands, *The Times* readers are 25% more likely to mention ads
- 134% of *The Times* readers are more likely to purchase organic groceries than the national average
- On average £84.87 a week is spent on groceries by *The Times* readers, which is over £6 higher than the national average

Food & Drink checklist

Transform your office lunches

Love berries? Love the bees? Then we bee-long together

Experience making your own gin with Slingsby

The London-based company cleaning up the coffee industry PERCOL

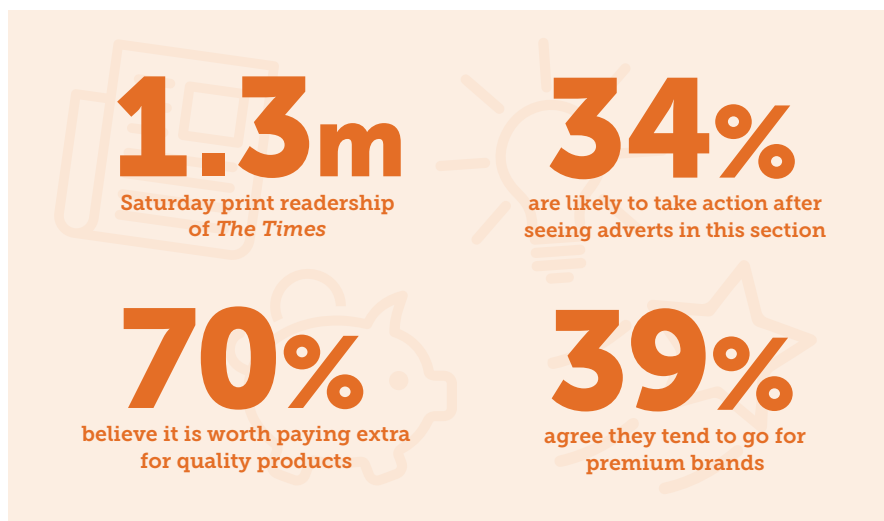
Twenty-five years of bubbles and fun: celebrate with the UK's No.1 wine-style drink

Hand-picked wines for you to enjoy

Rice without rules

Spice up your next event

A luxury food & drink experience for you and your friends Worth £600!



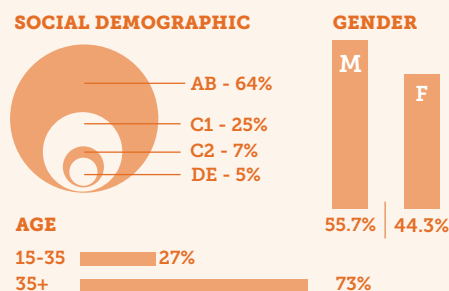
RATE CARD

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



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

Headline	Written in-house	Headline	Written in-house
Main body copy	160-250 words	Main body copy	70 - 100 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

EIGHTH PAGE

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

COMPETITION: 268 x 41.35 mm

Headline	Written in-house	Main body copy	50-70 words
Prize	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

Headline	Written in-house	Headline	Written in-house
Main body copy	200-300 words	Main body copy	120-150 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-3 high resolution images*	Images	1 high resolution image*

SIXTH PAGE

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

Contact	Website, phone number	Images	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

For larger files please send to production@hurstmediacompany.co.uk via 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

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