

Gadgets and Tech



Published with **THE TIMES** Saturday 20th October 2018

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

Always interested in keeping up with the latest developments in new technology, *Times* readers are the perfect audience for *Gadgets and Tech*, which will serve as an essential guide for readers to discover an easier life with the latest tech trends and devices on the market.

It will showcase a high-quality selection of products to benefit the tech-savvy, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Published on a Saturday, *Gadgets and Tech* is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas, with more time to spend reading their newspaper at the weekend..

Particularly Considering

- The *Times* readers are 25% more likely to mention ads when they talk about brands
- 67% of readers are AB social group
- 37.4% of *Times* readers are over the age of 65
- The *Times* is read for an average of 76 minutes on a Saturday

ADVERTISEMENT

Gadgets and Tech

Make life easier with the latest tech trends and devices, including new apps, domestic gadgets, computing, gaming, security and audio products

Get the best from your phone with this hi-tech app

At a time when smartphones are becoming indispensable tools for many of us, it's no surprise that the latest apps are being developed to make our lives easier. From productivity tools to entertainment apps, there's something for everyone. This week, we're highlighting a selection of the best new apps available on the App Store and Google Play.

Save time in the kitchen with the handiest appliances

From blenders to food processors, the kitchen is a place where we spend a lot of time. To make our lives easier, many manufacturers have developed a range of smart kitchen appliances. These range from smart blenders that can be controlled via a smartphone app to smart food processors that can be programmed to perform specific tasks. This week, we're highlighting a selection of the best new kitchen appliances available.

High-end audio like never before with the best hi-fi brands

For those who love music, there's nothing more satisfying than listening to a great album on a high-quality hi-fi system. This week, we're highlighting a selection of the best new hi-fi systems available, from portable players to full-sized systems.

Don't give the burglars a chance with this security

With the rise of home automation, it's now easier than ever to protect your home from burglars. This week, we're highlighting a selection of the best new home security systems available, from smart doorbells to full-sized systems.

Give your home a 21st century update with these gadgets

From smart light bulbs to smart plugs, there's a range of smart home gadgets that can help you update your home for the 21st century. This week, we're highlighting a selection of the best new smart home gadgets available.

Find the latest gaming tech for your console

For those who love gaming, there's nothing more satisfying than playing a great game on a high-quality console. This week, we're highlighting a selection of the best new gaming tech available, from controllers to headsets.

Everything at the touch of a button with home automation

From smart light bulbs to smart plugs, there's a range of smart home automation systems that can help you control your home with the touch of a button. This week, we're highlighting a selection of the best new smart home automation systems available.

ADVERTISEMENT

The app that works as your own personal assistant

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Find the latest laptop suited to your needs

From ultrabooks to gaming laptops, there's a range of laptops that can suit your needs. This week, we're highlighting a selection of the best new laptops available.

Experience sound as it should be with this audio home system

From soundbars to full-sized systems, there's a range of audio home systems that can help you experience sound as it should be. This week, we're highlighting a selection of the best new audio home systems available.

Give your home a 21st century update with these gadgets

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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

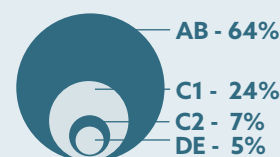
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

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

DEMOGRAPHICS

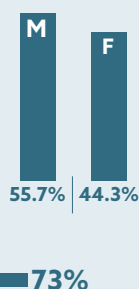
SOCIAL DEMOGRAPHIC



AGE

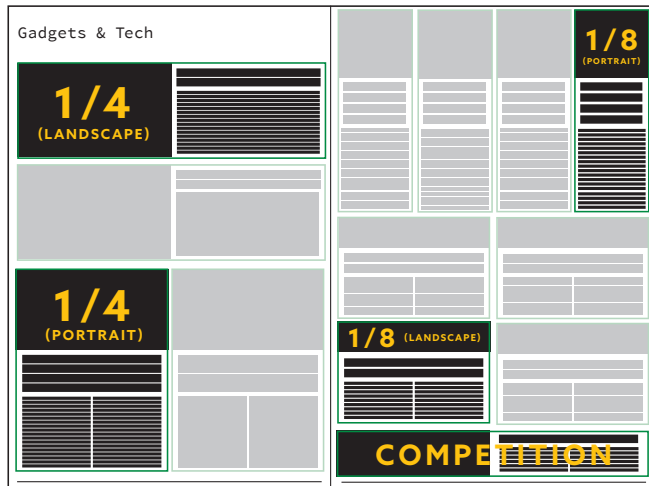


GENDER



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_GT1018_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
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

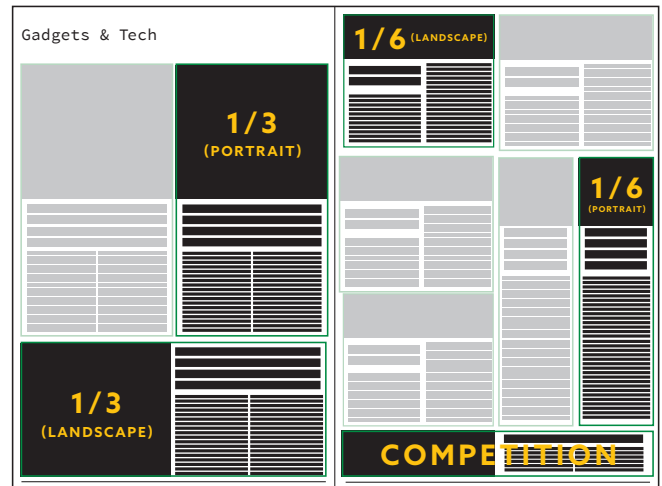
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

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*

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.

* 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