

# THE GOLF CHECKLIST



Published with **THE TIMES** Saturday 28<sup>th</sup> July 2018

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

*The Times* is a leading source of golfing commentary, with 43,000 of its readers belonging to a golf club, 47,000 readers who play the game regularly, as well as a fervent spectator following. *The Golf Checklist* will serve as an essential guide to provide novice readers with the confidence to take up the sport, as well as offering advice to intermediate players for how they can improve their putting game.

It will showcase a high-quality selection of products, services and experiences ranging from the best gear and equipment, fashion and footwear, golfing holidays, and the finest golf courses.

Sandwiched between the PGA Championships, *The Golf Checklist* is the perfect shop window for brands and organisations to benefit from an average readership age of 65+, who are likely to have a greater disposable income and be more concerned with maintaining an active and healthy lifestyle.

## Particularly Considering

- 215k Times readers have an interest in golf, which is 106% higher than the national average
- 67% of readers are AB social group, and the average family income is £48,044 per annum for Saturday Times readers
- 36.6% of *The Times* readers are in the 65+ age group
- Times readers have on average 9 conversations about sport every week, the UK population average is 6.8

### THE GOLF CHECKLIST

Find out how you can lead a greater lifestyle with our selection of eco-friendly fashion brands, food & drink, technology, charities and travel options

#### Accessories that should be in every golfer's bag

AS THE GOLF CHECKLIST is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*, it is the perfect place to showcase a high-quality selection of products, services and experiences ranging from the best gear and equipment, fashion and footwear, golfing holidays, and the finest golf courses.

#### Bespoke, technical golf clothing for men and women

FOR BLAZE VESTMENTS, you can find a range of bespoke, technical golf clothing for men and women. The clothing is made from high-quality, technical fabrics and is designed to be both stylish and functional. It is perfect for the golfer who wants to look good on the course while also staying comfortable and protected from the elements.

#### Luxury breaks abroad for the avid golfer

FOR BLAZE VESTMENTS, you can find a range of luxury breaks abroad for the avid golfer. The breaks are designed to be both relaxing and exciting, with a focus on providing the best possible golfing experience. They are perfect for the golfer who wants to enjoy the game while also enjoying a luxurious holiday.

#### The finest footwear for treading the course

FOR BLAZE VESTMENTS, you can find a range of the finest footwear for treading the course. The footwear is made from high-quality materials and is designed to provide the best possible support and comfort. It is perfect for the golfer who wants to stay on their feet all day long while also looking good.

#### Fairways to heaven: The UK's best golf courses

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#### Spectacular British golf courses for all skill levels

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#### High-quality golf bags for men and women

FOR BLAZE VESTMENTS, you can find a range of high-quality golf bags for men and women. The bags are made from high-quality materials and are designed to provide the best possible support and comfort. They are perfect for the golfer who wants to stay on their feet all day long while also looking good.

#### Bag a hole in one with these top rated clubs and sets

FOR BLAZE VESTMENTS, you can find a range of top rated clubs and sets. The clubs and sets are made from high-quality materials and are designed to provide the best possible support and comfort. They are perfect for the golfer who wants to stay on their feet all day long while also looking good.

#### The finest golf buggies you can buy

FOR BLAZE VESTMENTS, you can find a range of the finest golf buggies you can buy. The buggies are made from high-quality materials and are designed to provide the best possible support and comfort. They are perfect for the golfer who wants to stay on their feet all day long while also looking good.

#### We're teamed up with Webcam Golf Club to offer one reader the chance to play on championship courses

FOR BLAZE VESTMENTS, you can find a range of products, services and experiences ranging from the best gear and equipment, fashion and footwear, golfing holidays, and the finest golf courses.

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

79%

more likely to purchase Fairtrade groceries than the national average



## RATE CARD

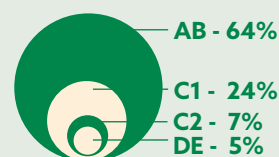
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**  
(Advertorial or Advert)

## DISTRIBUTION

- 583,000 copies of *The Times* published on a Saturday
- 1,320,00 average Saturday readership
- Distributed UK wide

## DEMOGRAPHICS

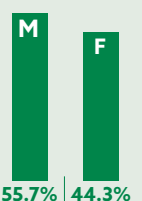
### SOCIAL DEMOGRAPHIC



### AGE

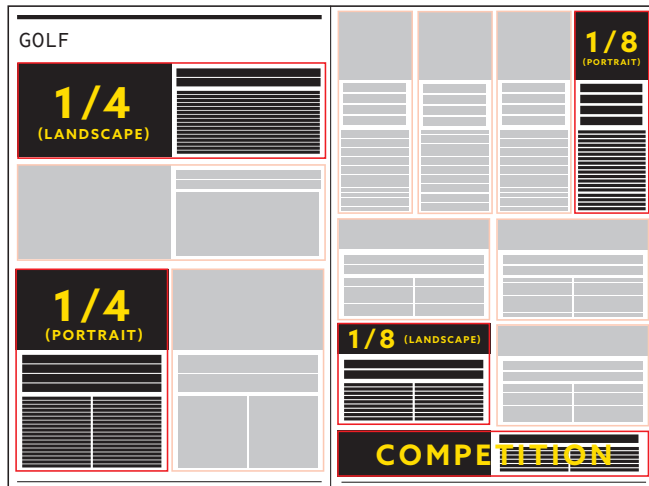


### GENDER



## 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>	80 - 120 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. GO0718\_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

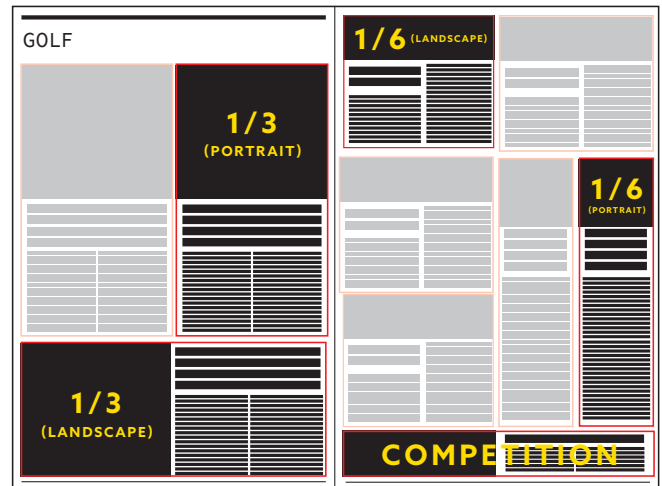
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[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 - 296x89mm  
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 (BOTH SPREADS) 269x45mm

<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

