

# H+healthcare



Published with **THE TIMES** Saturday 13<sup>th</sup> October 2018

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

The Times boasts a mature readership, with 73.6% of its readers over the age of 45. Healthcare will therefore serve as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier lifestyle.

It will showcase a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published in the Saturday edition of The Times, Healthcare is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

**Get fit with heart-pumping exercise classes**

Get in shape and feel fabulous with our selection of the best healthy products, specialist clinics, treatments, health food and fitness options.

**Get back into shape with this nine-week fitness regime**

PROFITABLE TO THE POINT OF SALE. This is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

**Spice up your weekend with this herbal remedy**

PROFITABLE TO THE POINT OF SALE. This is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

**Superfoods to help you build a higher metabolism**

PROFITABLE TO THE POINT OF SALE. This is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

**Fuller lips at a lower cost**

PROFITABLE TO THE POINT OF SALE. This is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

**The finest beauty products for every occasion**

PROFITABLE TO THE POINT OF SALE. This is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

**The best private clinic for all your healthcare needs**

PROFITABLE TO THE POINT OF SALE. This is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

**Expert medical care, without even leaving your home**

PROFITABLE TO THE POINT OF SALE. This is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

**We're teamed up with Gymbor to offer the chance for one lucky reader to win over £500 worth of classes**

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**Transform your home with this super-swift stairlift**

PROFITABLE TO THE POINT OF SALE. This is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

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

## Particularly Considering

- The Times boasts 1.13 million readers per day across all print and digital platforms
- Readers of The Times 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 65s
- The Times is read for an average of 76 minutes on a Saturday
- 563,000 Times readers are eating more healthy food than they have ever done in the past



### RATE CARD

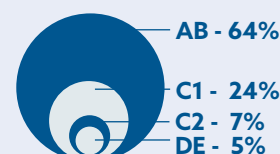
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**  
(Advertorial or Advert)

### DISTRIBUTION

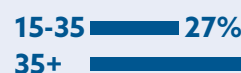
- 583,000 copies of The Times published on a Saturday
- 1,320,000 average Saturday readership
- Distributed UK wide

### DEMOGRAPHICS

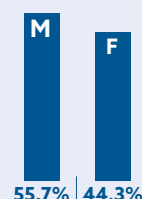
#### SOCIAL DEMOGRAPHIC



#### AGE

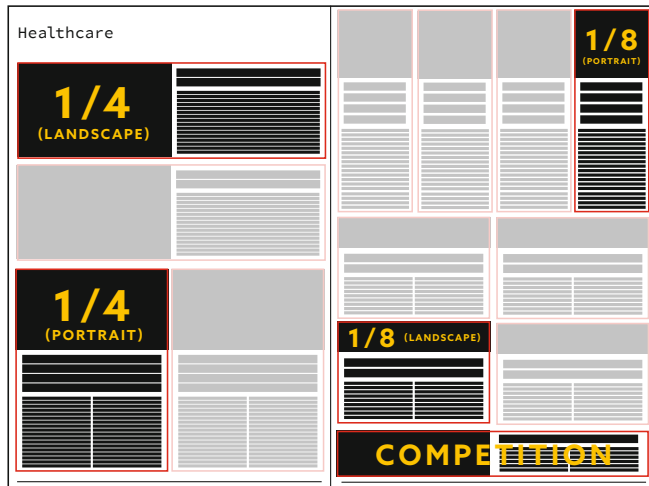


#### GENDER



## 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. HT1018\_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

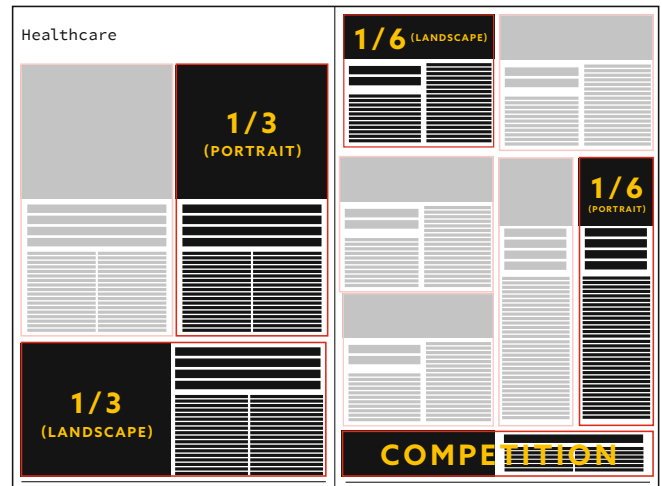
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### 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 - 269x89mm  
Portrait - 133x182mm

### SIXTH PAGE

Landscape - 133x90mm  
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

