

NEW YEAR'S RESOLUTIONS



Published with **THE TIMES** Saturday 5th January 2019

New Year's Resolutions is a full-colour, tabloid sized double page spread of advertorial content published in the Weekend section of the Saturday Times.

With more than one in five Brits having made a New Year's Resolution in 2017, which included losing weight and saving money, *New Year's Resolutions*, published with *The Times*, will be brimming with tips and inspiration to help readers make positive changes in 2019.

It will showcase a high-quality selection of products and services for a new year and a new you, ranging from health, fitness and nutrition options, beauty and aesthetics solutions and specialist clinics, to financial and legal services, fashion and footwear, food and drink, technology and travel.

Published on the first Saturday of 2019, when readers will be making changes to their lifestyle, *New Year's Resolutions* is the perfect shop window for brands and organisations to benefit from a highly-engaged, well-informed, proactive audience, who are eager to achieve new goals in 2019.

Particularly Considering

- 82% of *Times* readers start a health kick after the Christmas season
- *The Times* reaches 938,000 readers within the affluent ABC1 demographic
- *Times* readers are 134% more likely to purchase organic groceries than the national average
- *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

NEW YEAR'S RESOLUTIONS

Make the rest of your year the best of your year with these health hacks, beauty treatments, getaways and fashion inspirations.

Take a well-deserved break at this wellness clinic

At MCLUCER'S COVE, relaxation is a complete experience. The clinic is a beautiful, modern space with a focus on holistic health and wellness. The clinic offers a range of treatments including massages, facials, and body treatments. The clinic is located in a beautiful setting with a view of the sea.

Swap unhealthy snacks for delicious smoothies

At MCLUCER'S COVE, we offer a range of delicious smoothies that are perfect for a healthy start to your day. The smoothies are made with fresh fruit and vegetables, and are available in a variety of flavours. The smoothies are perfect for a healthy start to your day.

Healthy diet plan to help you shed that Christmas weight

At MCLUCER'S COVE, we offer a range of healthy diet plans that are perfect for a healthy start to your year. The diet plans are designed to help you lose weight and improve your health. The diet plans are perfect for a healthy start to your year.

Take your skin a detox with this all-natural facial range

At MCLUCER'S COVE, we offer a range of all-natural facial treatments that are perfect for a healthy start to your year. The facial treatments are designed to help you improve your skin and reduce signs of ageing. The facial treatments are perfect for a healthy start to your year.

Turn your life around! This app could help

At MCLUCER'S COVE, we offer a range of apps that are perfect for a healthy start to your year. The apps are designed to help you improve your life and achieve your goals. The apps are perfect for a healthy start to your year.

Kick off your year with these deluxe trainers

At MCLUCER'S COVE, we offer a range of deluxe trainers that are perfect for a healthy start to your year. The trainers are designed to help you improve your fitness and reduce signs of ageing. The trainers are perfect for a healthy start to your year.

Treat yourself to a spa weekend with a twist

At MCLUCER'S COVE, we offer a range of spa weekends that are perfect for a healthy start to your year. The spa weekends are designed to help you relax and rejuvenate. The spa weekends are perfect for a healthy start to your year.

Non-invasive surgery to help you feel your best

At MCLUCER'S COVE, we offer a range of non-invasive surgery treatments that are perfect for a healthy start to your year. The treatments are designed to help you improve your appearance and reduce signs of ageing. The treatments are perfect for a healthy start to your year.

We've teamed up with Mindful Chef to offer one lucky reader the chance to win a month of free healthy recipe boxes

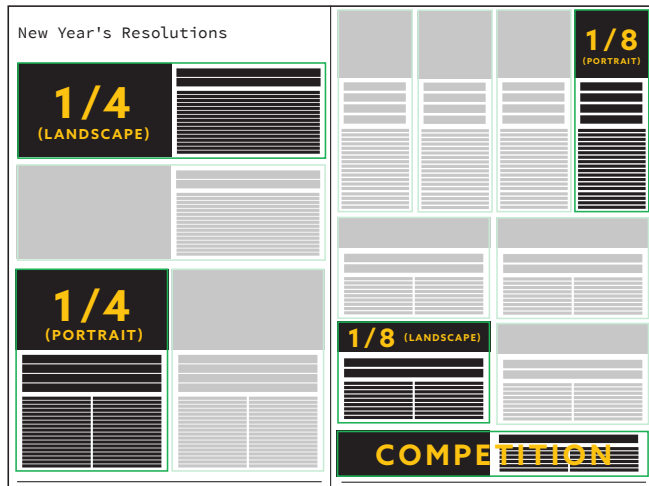
At MCLUCER'S COVE, we offer a range of healthy recipe boxes that are perfect for a healthy start to your year. The recipe boxes are designed to help you improve your diet and reduce signs of ageing. The recipe boxes are perfect for a healthy start to your year.



RATE CARD		DISTRIBUTION		DEMOGRAPHICS	
• Third page	£6,000	• 583,000 copies of The Times published on a Saturday		SOCIAL DEMOGRAPHIC	
• Quarter page	£4,500	• 1,320,000 average Saturday readership		GENDER	
• Sixth Page	£3,250	• Distributed UK wide		AGE	
• Eighth page	£2,500			15-35 27%	
• Competition Partnership (Advertorial or Advert)	P.O.A			35+ 73%	

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_NYR0119_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

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MEDIA SALES

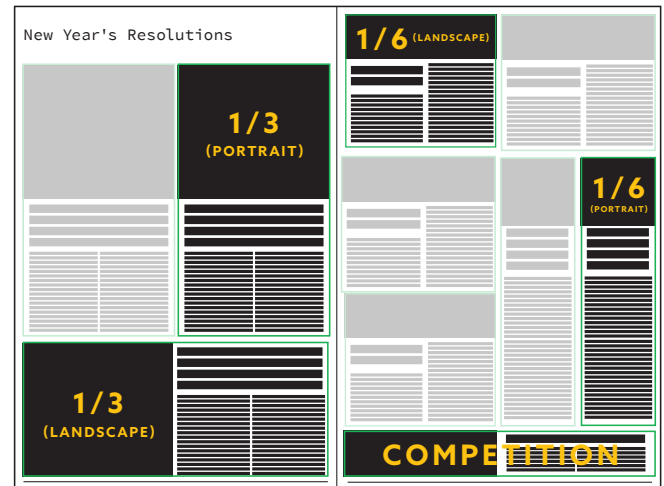
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jennifer@hurstmediacompany.co.uk

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*

COMPETITION 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.

Please note that all bookings are made subject to our terms and conditions of advertising, which are available by [clicking here](#).

* 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

