

# Retirement Planning



Published with **THE TIMES** Saturday 6<sup>th</sup> October 2018

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

The *Times* Weekend boasts a mature readership, with 72% of its readers over the age of 45. Retirement Planning will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement.

It will showcase a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published in the Saturday edition of *The Times*, Retirement Planning is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

### Retirement Planning

Keep busy and enjoy yourself with some of the best activities, travel destinations and services on offer. The perfect way to spend your free time.

#### Need some time in the sun? Look no further

AS THE SUMMER months draw to a close, many people are looking for ways to enjoy the outdoors. Retirement Planning has a range of options to suit all budgets and interests. From a day trip to a luxury holiday, there's something for everyone. For more information, visit [www.retirementplanning.co.uk](http://www.retirementplanning.co.uk)

#### See the world on board a luxury cruise liner

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#### Landscaping gardens for you to enjoy all year round

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#### Find expert medical care, without leaving the home

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#### Plan for the future and get help with writing a will

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#### Get the ball rolling in a competitive game of bowls

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#### Make friends in a home with a built-in community

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#### Seek legal advice from professionals who care

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#### We've teamed up with Thomas Cook to offer the chance for two lucky readers to win a luxury holiday in Menorca

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70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

35%

of readers talk about finance everyday

## 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
- 72% of *Times Weekend* readers are over the age of 45
- *The Times* is read for an average of 76 minutes on a Saturday



### RATE CARD

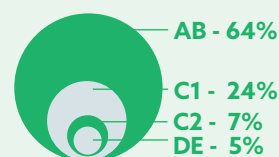
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**  
(Advertorial or Advert)

### DISTRIBUTION

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

### DEMOGRAPHICS

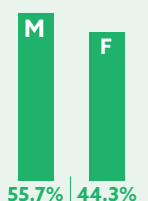
#### SOCIAL DEMOGRAPHIC



#### AGE

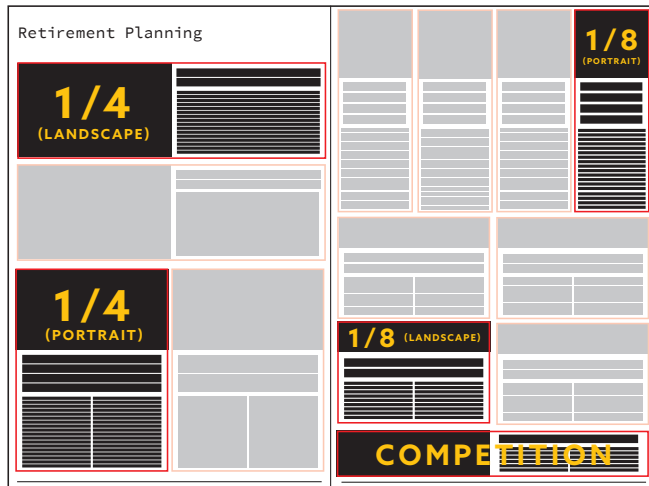


#### GENDER



## 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. RPT1018\_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

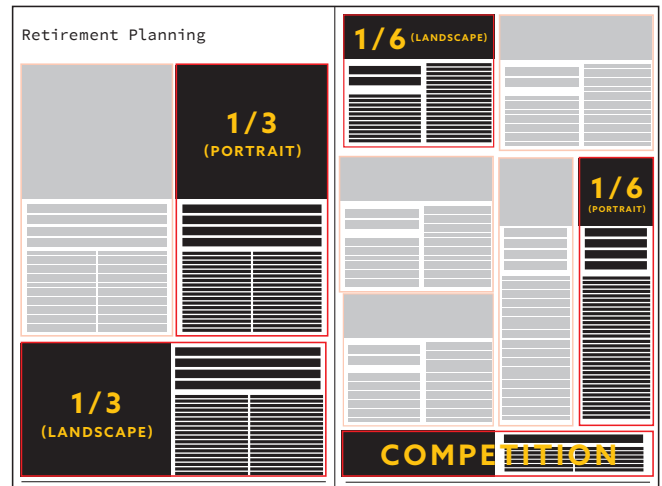
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### 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

