

THE CHRISTMAS CHECKLIST



Published with **THE TIMES** Saturday 3rd November 2018

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

With 109,000 Times readers admitting to spending between £200 and £350 on Christmas presents, *The Christmas Checklist*, which will serve as the essential guide for yuletide inspiration, is an excellent opportunity to reach this audience in the run up to the holiday season.

It will showcase a high-quality selection of products, services and experiences, ranging from the most festive fairs, markets and indulgent foods, to gorgeous gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

As 138,000 Times readers begin their Christmas present planning in November, as well as the fact that 164,000 readers confess to buying presents for up to ten people, *The Christmas Checklist*, published at the start of November, is the perfect vehicle for showcasing your company's products to an affluent audience, who are just beginning to prepare for the festive celebrations.

Particularly Considering

- The Times readers are 25% more likely to mention ads when they talk about brands
- The Weekend section is Times readers favourite section, with over half saying they keep this section to read at a later date
- The Times reaches 938,000 readers within the affluent ABC1 demographic
- Over 237,000 Times readers like to keep up with the latest fashions
- The Times is read for an average of 76 minutes on a Saturday
- 34% of Weekend readers agree they are likely to take some kind of action after seeing adverts in this section

THE CHRISTMAS CHECKLIST

Get into the Christmas spirit with these festive fairs, markets and indulgent food offerings, as well as gorgeous gifts, tipples, fashion and travel

High-quality artisan wines for a very merry Christmas

AS MARCHERIES.COM Christmas wine ranges are a selection of the finest wines from across the world, chosen for their quality and value. The range includes a selection of red, white and sparkling wines, all of which are perfect for the festive season. For more information on the range, visit marcheries.com

The perfect pudding to add a bit of magic to your Christmas

THE PERFECT PUDDING TO ADD A BIT OF MAGIC TO YOUR CHRISTMAS. This is a delicious and easy-to-make pudding that is perfect for the festive season. For more information on the range, visit marcheries.com

The best Christmas market for that unbeatable festive feel

THE BEST CHRISTMAS MARKET FOR THAT UNBEATABLE FESTIVE FEEL. This is a fantastic opportunity to see the best of the festive season in one place. For more information on the range, visit marcheries.com

Why fake it when you can have a real fir Christmas

WHY FAKE IT WHEN YOU CAN HAVE A REAL FIR CHRISTMAS. This is a fantastic opportunity to see the best of the festive season in one place. For more information on the range, visit marcheries.com

Artisan chocolates to treat that special person in your life

ARTISAN CHOCOLATES TO TREAT THAT SPECIAL PERSON IN YOUR LIFE. This is a fantastic opportunity to see the best of the festive season in one place. For more information on the range, visit marcheries.com

Celebrate in style and up your winter fashion game

CELEBRATE IN STYLE AND UP YOUR WINTER FASHION GAME. This is a fantastic opportunity to see the best of the festive season in one place. For more information on the range, visit marcheries.com

Take the family to visit Santa in Lapland this Christmas

TAKE THE FAMILY TO VISIT SANTA IN LAPLAND THIS CHRISTMAS. This is a fantastic opportunity to see the best of the festive season in one place. For more information on the range, visit marcheries.com

The seasonal spirit for your festive celebrations

THE SEASONAL SPIRIT FOR YOUR FESTIVE CELEBRATIONS. This is a fantastic opportunity to see the best of the festive season in one place. For more information on the range, visit marcheries.com

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

1m
Daily print readership of The Times

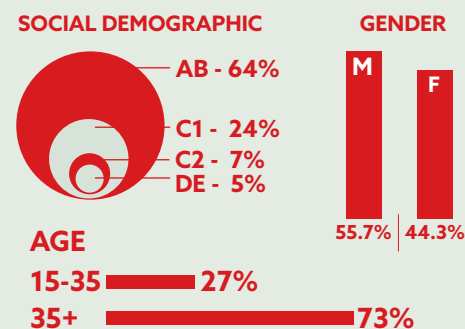
RATE CARD

- 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

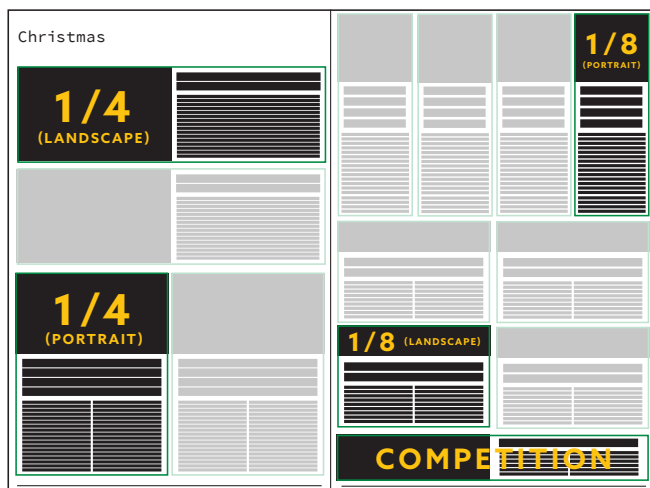
- 583,000 copies of The Times published on a Saturday
- 1,320,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS



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_CC1118_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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hurstmediacompany.co.uk
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VAT number: 161866882

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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.

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

