

# THE CHRISTMAS COLLECTION



Published with **THE TIMES** Saturday 10<sup>th</sup> November 2018

**The Christmas Collection** 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 Collection*, 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 Collection*, 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

ADVERTISEMENT

### THE CHRISTMAS COLLECTION

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

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

PERFECT PUDDING TO ADD A BIT OF MAGIC TO YOUR CHRISTMAS DINNER. This festive pudding is a delicious treat for the whole family. It's made with the finest ingredients and is a true Christmas classic. It's perfect for serving at your Christmas dinner or as a special treat for the family. It's a delicious treat for the whole family. It's made with the finest ingredients and is a true Christmas classic. It's perfect for serving at your Christmas dinner or as a special treat for the family.

ADVERTISEMENT

### THE CHRISTMAS COLLECTION

High-quality artisan wines for a very merry Christmas

CELEBRATE IN STYLE AND UP YOUR WINTER FASHION GAME

Artisan chocolates to treat that special person in your life

Tuck into the best quality roast this festive season

Take the family to visit Santa in Lapland this

Wondering what to get the kids for Christmas this year?

The seasonal spirit for your festive celebrations

We've teamed up with Botany Bay to offer one lucky reader the chance to win £500 to spend on Christmas decorations!

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



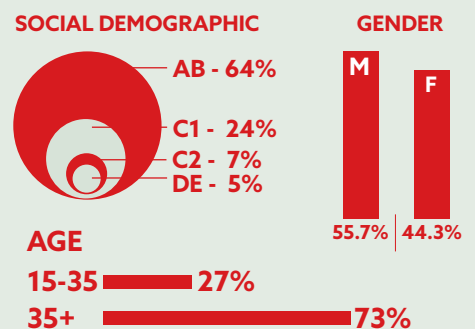
## RATE CARD

- 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

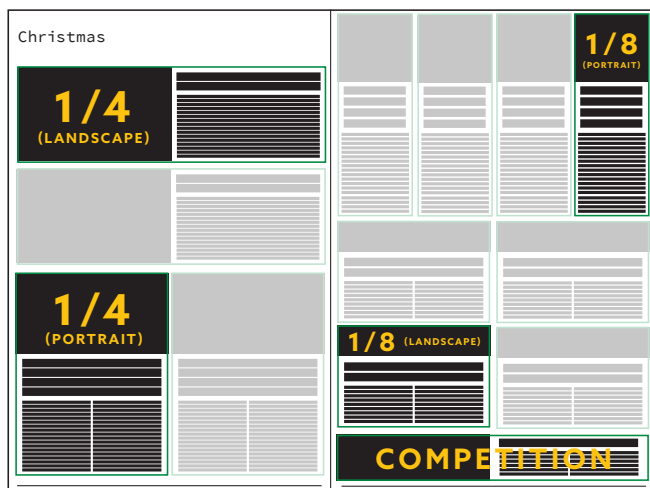
- 583,000 copies of *The Times* published on a Saturday
- 1,320,000 average Saturday readership
- Distributed UK wide

## 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

<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.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](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*

### COMPETION 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.

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



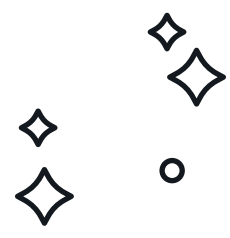


CHRISTMAS  
CHEER!

THE  
CHRISTMAS  
CHECKLIST

A  
CHRISTMAS

CRACKER



THE  
CHRISTMAS  
COLLECTION