

ULTIMATE CHRISTMAS



Published with **THE TIMES** Saturday 24th November 2018

Ultimate Christmas 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, *Ultimate Christmas*, 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, *Ultimate Christmas*, published at the peak of the Christmas shopping season, is the perfect vehicle for showcasing your company's products to an affluent audience, who are preparing 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

ULTIMATE CHRISTMAS

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 every merry Christmas

As the festive season approaches, it's time to think about the perfect wine to accompany your Christmas dinner. We've selected a range of artisan wines that are perfect for the occasion. From sparkling to red, there's something for everyone. Visit [www.ultimatechristmas.co.uk](#) for more information.

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

There's nothing more festive than a traditional Christmas pudding. We've selected a range of puddings that are perfect for the occasion. From traditional to modern, there's something for everyone. Visit [www.ultimatechristmas.co.uk](#) for more information.

The best Christmas market for that unbeatable festive feel

There's nothing more festive than a traditional Christmas market. We've selected a range of markets that are perfect for the occasion. From traditional to modern, there's something for everyone. Visit [www.ultimatechristmas.co.uk](#) for more information.

Why fake it when you can have a real fir this Christmas

There's nothing more festive than a traditional Christmas tree. We've selected a range of trees that are perfect for the occasion. From traditional to modern, there's something for everyone. Visit [www.ultimatechristmas.co.uk](#) for more information.

Artisan chocolates to treat that special person in your life

There's nothing more festive than a traditional Christmas chocolate. We've selected a range of chocolates that are perfect for the occasion. From traditional to modern, there's something for everyone. Visit [www.ultimatechristmas.co.uk](#) for more information.

Celebrate in style and up your winter fashion game

There's nothing more festive than a traditional Christmas outfit. We've selected a range of outfits that are perfect for the occasion. From traditional to modern, there's something for everyone. Visit [www.ultimatechristmas.co.uk](#) for more information.

Tuck into the best quality roast this festive season

There's nothing more festive than a traditional Christmas roast. We've selected a range of roasts that are perfect for the occasion. From traditional to modern, there's something for everyone. Visit [www.ultimatechristmas.co.uk](#) for more information.

Take the family to visit Santa in Lapland this Christmas

There's nothing more festive than a traditional Christmas trip. We've selected a range of trips that are perfect for the occasion. From traditional to modern, there's something for everyone. Visit [www.ultimatechristmas.co.uk](#) for more information.

The seasonal spirit for your festive celebrations

There's nothing more festive than a traditional Christmas spirit. We've selected a range of spirits that are perfect for the occasion. From traditional to modern, there's something for everyone. Visit [www.ultimatechristmas.co.uk](#) for more information.

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

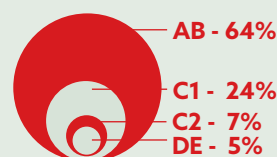
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

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

DEMOGRAPHICS

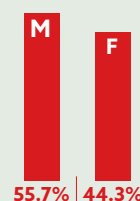
SOCIAL DEMOGRAPHIC



AGE

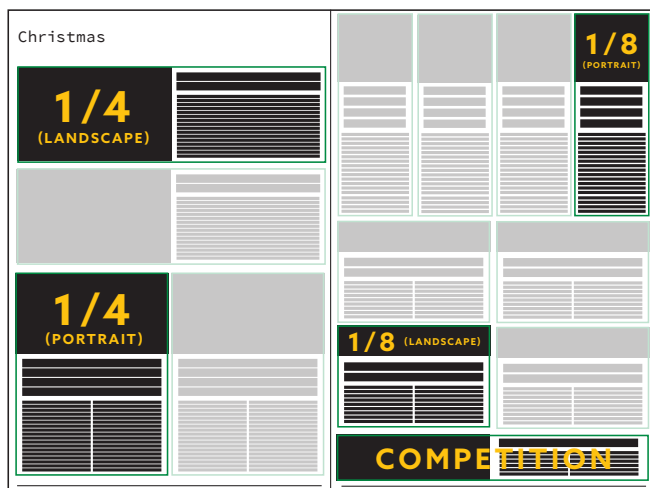


GENDER



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

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_UT1118_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

Hurst Media Company
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hurstmediacompany.co.uk
Company number: 08357910
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

