

# Financial Services

Saving, Borrowing and Investing

PUBLISHED WITH THE  TIMES SATURDAY 26TH JANUARY 2019

*Financial Services: Saving, Borrowing and Investing* is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of The Saturday Times.

As 67% of *Times* readers are AB social group and more than twice as likely to be interested in personal finance and investment topics, *Financial Services: Saving, Borrowing and Investing* will serve as the essential guide for these wealthy professionals, providing the latest advice for how they can get the most out of their money.

It will showcase a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, as well as pensions, retirement and banking options.

5.1 finance-related conversations are had among *Times* readers every week, which is why *Financial Services: Saving, Borrowing and Investing* is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, suggestible to new products and services.

## PARTICULARLY CONSIDERING

- The *Times* boasts 1.13 million readers per day across all print and digital platforms
- 67% of readers are AB social group
- The *Times* readers are 25% more likely to mention ads when they talk about brands
- *Times* readers have a mean family income of £55,885
- The *Times* is the UK's No.1 daily print title for reaching the UK's business influencers



1.13m

Saturday print readership  
of *The Times*

34%

are likely to take action after  
seeing adverts in this section

70%

believe it is worth paying extra  
for quality products

39%

agree they tend to go for  
premium brands

## RATE CARD

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

## DISTRIBUTION

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

## DEMOGRAPHICS

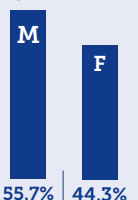
### SOCIAL DEMOGRAPHIC



### AGE

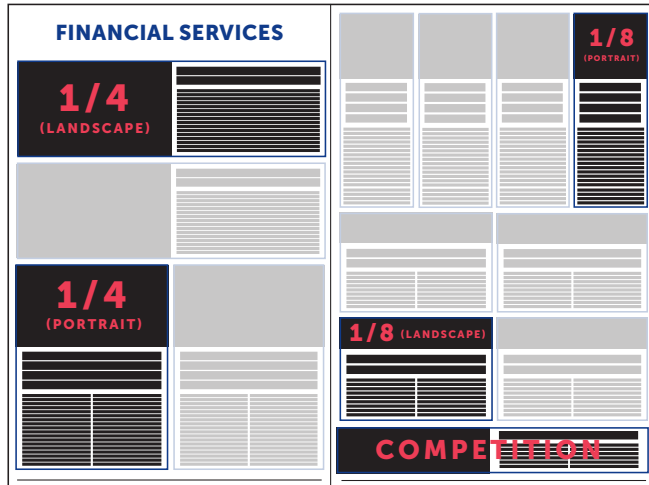


### GENDER



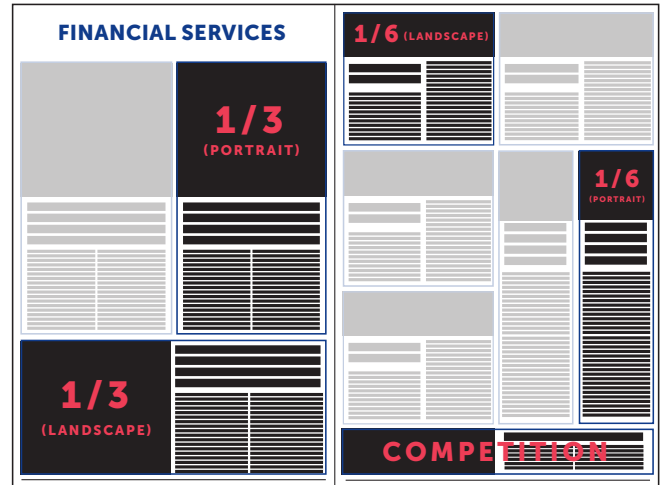
## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### QUARTER PAGE

Landscape: 268 x 66.25 mm  
Portrait: 132 x 136.6 mm

|                       |                             |                       |                          |
|-----------------------|-----------------------------|-----------------------|--------------------------|
| <b>Headline</b>       | Written in-house            | <b>Headline</b>       | Written in-house         |
| <b>Main body copy</b> | 160-250 words               | <b>Main body copy</b> | 60-90 words              |
| <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* |

### EIGHTH PAGE

Landscape: 132 x 66.25 mm  
Portrait: 64 x 136.6 mm

### THIRD PAGE

Landscape: 268 x 89.7 mm  
Portrait: 183.6 x 132 mm

|                       |                             |                       |                          |
|-----------------------|-----------------------------|-----------------------|--------------------------|
| <b>Headline</b>       | Written in-house            | <b>Headline</b>       | Written in-house         |
| <b>Main body copy</b> | 200-300 words               | <b>Main body copy</b> | 120-150 words            |
| <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* |

### SIXTH PAGE

Landscape: 132 x 89.7 mm  
Portrait: 183.6 x 64 mm

### COMPETITION: 268 x 41.35 mm

|                 |                  |                       |             |                |                       |               |                             |
|-----------------|------------------|-----------------------|-------------|----------------|-----------------------|---------------|-----------------------------|
| <b>Headline</b> | Written in-house | <b>Main body copy</b> | 50-70 words | <b>Contact</b> | Website, phone number | <b>Images</b> | 1-3 high resolution images* |
| <b>Prize</b>    | Prize and value  |                       |             |                |                       |               |                             |

## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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. Colour 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 [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](mailto:wetransfer.com). Please clarify in your message your company name, publication and on sale date as per your booking.

### DESIGN PROCESS

Once all material is submitted according to specification, **Hurst Media Company** will layout 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 rounds of amendments before final approval is required
- 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 are 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.

### CONTACT DETAILS

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