

COMPETITIONS

PUBLISHED WITH THE  TIMES ON SATURDAY'S WEEKLY



Competitions are published with *The Times* in the Weekend section as part of a full-colour, tabloid sized double page spread of advertorial content weekly.

Competitions are a useful tool that may prove invaluable for your business. Merely the presence of a competition can foster customer trust, because of the perceived higher quality of products and services on offer.

The competition model in *The Times* will see a double page spread of advertorial content focused on a theme that will pique the interest of Times readers by centring on their interests, such as college and university options, eco-friendly products and services, the finest gourmet food and drink, gadgets and tech, as well as business and financial services.

As a fantastic way to garner engagement and acquire high-quality data from a highly susceptible readership, these competitions are the perfect shop window for brands and organisations to benefit from the robust editorial environment of *The Times*, and 44% of Weekend readers who say they are prompted to take action after reading this section.

WIN



Get healthy with Acti-Labs kits and shakes using these vouchers*

Worth £150!

hurmstmediacompany.co.uk/competitions/xxxxxx

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website.co.uk

COMPETITION INFO

RATE CARD: £3950

WHAT WE NEED FROM YOU:

Main body copy: 50-70 words

Prize: Prize and value

Contact: Website, phone number

Images: 1-3 high resolution images*

WHAT YOU GET FROM US:

Space: 263x42mm

Campaign: Management of competition with data capture

Data: Provided once closed

SUPPLYING CONTENT

COPY SPECIFICATIONS

- All copy content provided in word processor file.
- Avoid supplying in PDF format
- Headline written in-house

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- We can not use images from a client website as these are too low resolution to print

FILE TRANSFER

Files less than 8Mb can be emailed directly to: production@hurmstmediacompany.co.uk

DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout your competition slot. Layouts may vary depending on images and/or text supplied. We reserve the right to make changes or grammatical 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 is required.
- Approval is required within 48 hours.

*Image use subject to editorial discretion and may vary depending quality, size and layout.

CONTACT DETAILS
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Example Spread

Swap the takeaway for a tasty fakeaway

With tasty fakeaway... (text continues)

From nervous novice to confident cook...

... (text continues)

The best twin to your spirit

... (text continues)

Healthy, tasty and brilliantly versatile

... (text continues)

The ultimate guilt-free treat

... (text continues)

The perfect drink for the British summer

... (text continues)

The Negroni with a regal twist

... (text continues)

The low calorie, fat-free alternative

... (text continues)

Melt-in-the-mouth dairy free ice cream

... (text continues)

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website.co.uk