

Financial Services

checklist

PUBLISHED WITH **THE TIMES** SATURDAY 1 JUNE 2019

(THIS IS NOT A SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

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

As 64% of *Times* readers are AB social group and more than twice as likely to be interested in personal finance and investment topics, **Financial Services Checklist** 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 Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, suggestive to new products and services.

PARTICULARLY CONSIDERING

- The Saturday edition of *The Times* boasts 1.3 million readers per issue
- The Times* is read for an average of 76 minutes on a Saturday
- 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



Financial Services checklist

Get the most for your money with our selection of the best financial services, including property, legal, lending, investment and pension options

The rise of pension complaints – are you owed money?

JUSTIN KILLICK FOR THE TIMES

Many pensioners are unaware of the rights they have under the Pension Protection Fund (PPF) to claim compensation if their pension provider goes bust. Justin Killick explains how to check if you are owed money and how to claim it.

Pick the best financial provider with our help

JUSTIN KILLICK FOR THE TIMES

With so many financial providers to choose from, it can be difficult to know which one is right for you. Justin Killick provides a guide to help you choose the best provider for your needs.

Is a lack of cash holding back your business?

JUSTIN KILLICK FOR THE TIMES

If you are a small business owner, you may be struggling with a lack of cash flow. Justin Killick offers advice on how to improve your cash flow and keep your business afloat.

How easy Money can help solve the savings crisis

JUSTIN KILLICK FOR THE TIMES

With interest rates at historic lows, it can be difficult to grow your savings. Justin Killick introduces easyMoney, a new service that helps you make the most of your savings.

Take advantage of your annual tax-free allowance in 2019

JUSTIN KILLICK FOR THE TIMES

Each year, you have a certain amount of money that you can invest in a new ISA without paying tax. Justin Killick explains how to make the most of this allowance in 2019.

Family-friendly finance built on generations of trust

JUSTIN KILLICK FOR THE TIMES

ArchOver is a new financial service that is designed to be family-friendly. Justin Killick explains how ArchOver can help you build a secure financial future for your family.

Mini bond investments – a risky business?

JUSTIN KILLICK FOR THE TIMES

Mini bonds are a new type of investment that have become popular in recent years. Justin Killick discusses the risks and rewards of investing in mini bonds.

Real interest rates on loans give you the full picture

JUSTIN KILLICK FOR THE TIMES

When you are looking for a loan, it's important to look at the real interest rate, not just the headline rate. Justin Killick explains how to calculate the real interest rate and how it can affect your decision.

A lease share of a racehorse

JUSTIN KILLICK FOR THE TIMES

Lease share is a new way of investing in racehorses. Justin Killick explains how lease share works and how it can be a good way to invest in the racing industry.

1.3m

Saturday print readership of *The Times*

70%

believe it is worth paying extra for quality products

34%

are likely to take action after seeing adverts in this section

39%

agree they tend to go for premium brands

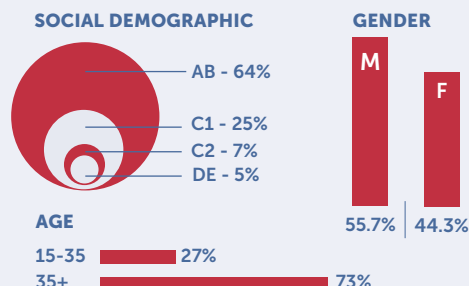
RATE CARD

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

DISTRIBUTION

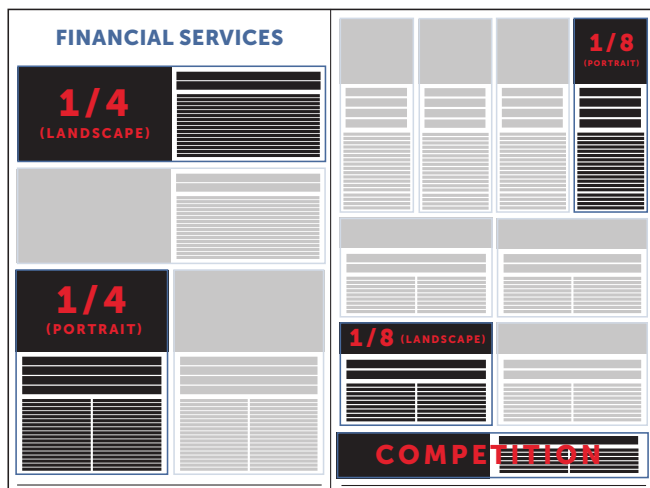
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS



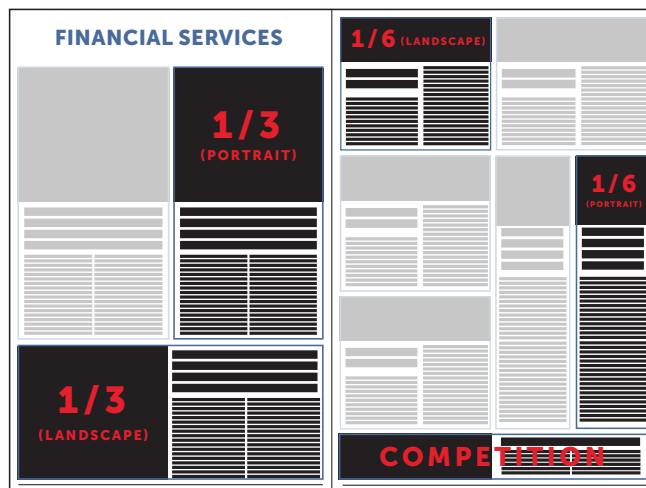
1/4 , 1/8 FEATURE REQUIREMENTS

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

Headline	Written in-house
Main body copy	200-250 words
Contact	Website, phone number
Images	1-2 high resolution images*

EIGHTH PAGE

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

Headline	Written in-house
Main body copy	70-100 words
Contact	Website, phone number
Images	1 high resolution image*

THIRD PAGE

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

Headline	Written in-house
Main body copy	200-300 words
Contact	Website, phone number
Images	1-3 high resolution images*

SIXTH PAGE

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

Headline	Written in-house
Main body copy	120-150 words
Contact	Website, phone number
Images	1 high resolution image*

COMPETITION: 268 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	1-3 high resolution images*
Prize	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%
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

COPY SPECIFICATIONS

- All copy content provided in word processor file (avoid supplying in PDF format)
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style

* Image use subject to editorial discretion and may vary depending quality, size and layout.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

FILE TRANSFER

Files less than 8mb can be emailed to production@hurstmediacompany.co.uk. For larger files please send to production@hurstmediacompany.co.uk via wettransfer.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** within the house style of the publication
- Layouts may vary depending on images and/or text supplied

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.

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk

