

# Food & Drink

## checklist

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

**Food & Drink Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

*The Times* has always been a trusted source of eatery inspiration for foodies with a keen eye for alternative cuisine and culinary trends. **Food & Drink Checklist** will serve as an essential guide for readers to transform the way they eat in and dine out.

It will showcase a high-quality selection of products, services and experiences to benefit the food savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and alfresco dining options.

Published as we approach the summer months, **Food & Drink Checklist** is the perfect shop window for brands and organisations to benefit from the season best known for 'eating well', and a readership accustomed to expert food and drink commentary from award-winning journalists.

### PARTICULARLY CONSIDERING

- When talking about brands, *The Times* readers are 25% more likely to mention ads
- 34% of *The Times* readers are more likely to purchase organic groceries than the national average
- On average £84.87 a week is spent on groceries by *The Times* readers, which is over £6 higher than the national average

### Food & Drink checklist

To officiantur ignam voluptatibus. Uelit et atis saminet et rugit, consueque non ut unde exultibus labi invello gnet.

#### Love berries? Love the bees? Then we bee-long together

**SUPPLY FACTORY** is a leading supplier of organic produce, including berries, honey, and more. Visit [www.supplyfactory.co.uk](http://www.supplyfactory.co.uk) for more information.

#### Rice without rules

**TAJIMA** is a leading supplier of organic rice, including basmati, jasmine, and more. Visit [www.tajima.co.uk](http://www.tajima.co.uk) for more information.

#### Experience making your own gin with Slingsby

**SLINGSBY** is a leading supplier of organic gin, including botanicals, and more. Visit [www.slingsby.co.uk](http://www.slingsby.co.uk) for more information.

#### The London-based company cleaning up the coffee industry

**PERCOL** is a leading supplier of organic coffee, including beans, and more. Visit [www.percol.co.uk](http://www.percol.co.uk) for more information.

#### Transform your office lunches

**SISTEMA** is a leading supplier of organic food, including salads, and more. Visit [www.sistema.co.uk](http://www.sistema.co.uk) for more information.

#### Bright days for British beer with Truman's

**TRUMAN'S** is a leading supplier of organic beer, including ales, and more. Visit [www.trumans.co.uk](http://www.trumans.co.uk) for more information.

#### Spice up your next party or event

**CLARE LINDEN** is a leading supplier of organic food, including salads, and more. Visit [www.clarelinden.co.uk](http://www.clarelinden.co.uk) for more information.

#### Melt-in-the-mouth dairy free ice cream

**DAIRY FREE** is a leading supplier of organic ice cream, including flavours, and more. Visit [www.dairyfree.co.uk](http://www.dairyfree.co.uk) for more information.

#### A luxury food & drink experience for you and your friends

**WIN** is a leading supplier of organic food, including salads, and more. Visit [www.win.co.uk](http://www.win.co.uk) for more information.

1.1m

Daily 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

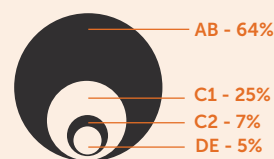
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

### DISTRIBUTION

- 405,558 copies of *The Times* published per issue (ABC, Mar '19)
- 1,161,000 average print readership (PAMCo, Mar '19)
- Distributed UK wide

### DEMOGRAPHICS

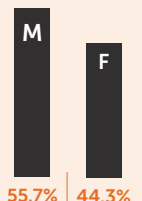
#### SOCIAL DEMOGRAPHIC



#### 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>Main body copy</b>	200-250 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 high resolution images*

### EIGHTH PAGE

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

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

### THIRD PAGE

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

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

### SIXTH PAGE

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

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

### COMPETITION: 268 x 42.5 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%
- 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](mailto:production@hurstmediacompany.co.uk). For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

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