

# Health and Wellbeing

## checklist



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

**Health & Wellbeing Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of *The Saturday Times*. *The Times* boasts a mature readership, with 73% of its readers over the age of 35. **Health & Wellbeing Checklist** will therefore serve as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier lifestyle.

It will showcase a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published in the Saturday edition of *The Times*, **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

### PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 64% of readers are AB social group
- 30% of *The Times* readers are over the age of 65
- *The Times* is read for an average of 76 minutes on a Saturday
- 63,000 *Times* readers are eating more healthy food than they have ever done in the past

### Health and Wellbeing checklist

Your body is precious and it pays to look after yourself. Here are a variety of ideas to be - and stay - healthy

#### Strengthen your pelvic floor - using digital technology!

**PELVIC FLOOR ADVISOR** is a revolutionary new digital device that helps women strengthen their pelvic floor muscles. It's simple to use and can be used anywhere, anytime. **108 HARLEY STREET**

#### Guaranteed relief for extremely dry, cracked skin

**ADAMANTINE NUTRITION** is a natural, organic skin care brand that offers a range of products to help with dry, cracked skin. Their **100% NATURAL SKIN CARE** range is made from natural ingredients and is free from harsh chemicals. **108 HARLEY STREET**

#### Early detection and annual breast check-ups help diagnose breast cancer early!

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#### Knee pain sufferers unite in new group

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#### The Slender way to help you lose weight

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#### foa kneepain

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#### Natural, ethical products for the body

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#### Vegan - and without compromise on taste

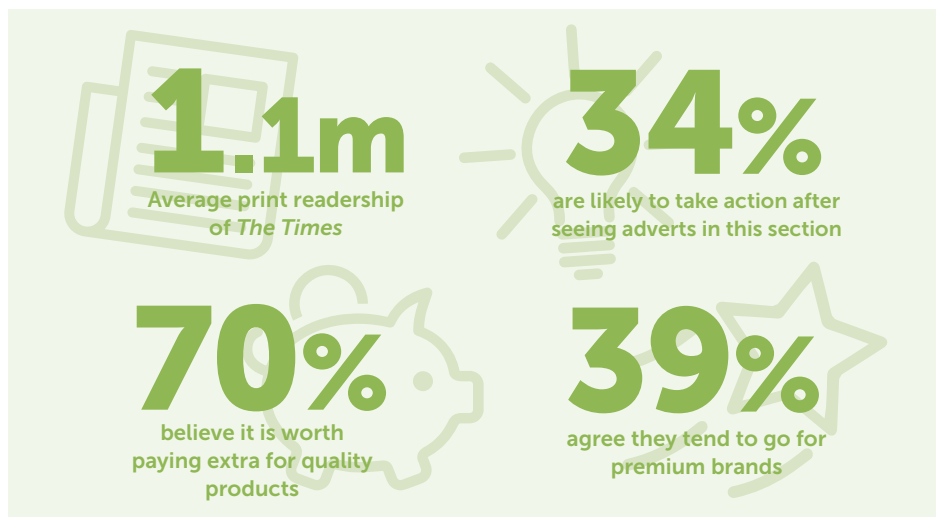
**ADAMANTINE NUTRITION** is a natural, organic skin care brand that offers a range of products to help with dry, cracked skin. Their **100% NATURAL SKIN CARE** range is made from natural ingredients and is free from harsh chemicals. **108 HARLEY STREET**

#### High-quality contact lenses at affordable prices delivered straight to your door

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#### If you find your willpower to be lacking, why not give science a go?

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| RATE CARD                                       |        | DISTRIBUTION  |  | DEMOGRAPHICS              |               |
|---|--------|---|--|---------------------------|---------------|
| Third page                                      | £6,000 | • 405,558 copies of <i>The Times</i> published per issue (ABC, Mar '19) |  | <b>SOCIAL DEMOGRAPHIC</b> | <b>GENDER</b> |
| Quarter page                                    | £4,500 | • 1,161,000 average print readership (PAMCo, Mar '19)                   |  | AB - 64%                  | M 55.7%       |
| Sixth page                                      | £3,250 | • Distributed UK wide   |  | C1 - 25%                  | F 44.3%       |
| Competition Partnership (Advertorial or Advert) | P.O.A. |   |  | C2 - 7%                   |               |
|   |        |   |  | DE - 5%                   |               |
|   |        |   |  | <b>AGE</b>                |               |
|   |        |   |  | 15-35 27%                 |               |
|   |        |   |  | 35+ 73%                   |               |

## 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

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