

Arts, Antiques & Collectables

checklist



PUBLISHED WITH THE SUNDAY TIMES ON SUNDAYS

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

Arts, Antiques & Collectables Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Home section of *The Sunday Times*.

With a 1.8m weekly readership, of which 62% are in the AB social-economic profile, *The Times* boasts a wealthy readership with high disposable incomes. The Arts, Antiques & Collectables Checklist will serve as an essential guide to inspire these readers to explore new activities and pastimes in the UK's thriving arts, antiques and collectables market.

Showcasing a selection of exciting brands, products and services, it will include the best exhibitions, auctions, fairs and period properties, as well as memorabilia, collectibles and jewellery.

The Arts, Antiques & Collectables Checklist is the perfect shop window for brands and organisations looking to benefit from a readership that has more time to spend with their newspaper than a weekday instalment, and one accustomed to highly respected cultural commentary from world-class contributors.

PARTICULARLY CONSIDERING

- Readers spent over £316m on home improvement materials in the past year
- Readers look to the *Sunday Times* for inspiration on renovating or decorating their homes
- *Sunday Times* readers are twice as likely as to own a holiday home.

Arts, Antiques & Collectables checklist

Objects of beauty around the home or office, whether for sale or elegant finishing, add a timeless touch to the interior. The experts at *The Sunday Times* have selected the best of the best for the checklist.

Advertisement

Commission a portrait painting

Many of the most beautiful homes in the country are adorned with a portrait painting. The portrait is a timeless piece of art that can be commissioned to suit your taste and budget. The artist will work with you to create a unique piece that will be a true reflection of you and your family.

Get in touch at info@paulweller.com or call 020 7538 6864.

Advertisement

Turning safe shipping into an artform

At *PACK & SEND*, we specialise in the safe shipping of fragile items. Our experts will ensure that your precious items are protected from damage during transit. We offer a range of services including packing, crating, and shipping. Contact us today for a quote.

To find out more, please contact us on 020 8442 4442 or visit www.packandsend.co.uk

Advertisement

Add some Art Deco style to your home

Art Deco is a style that has stood the test of time. It is a style that is both elegant and sophisticated. At *Art Deco Interiors*, we offer a range of Art Deco inspired furniture and decor. Contact us today for more information.

There are over 100 designs available to view on our website at www.artdecointeriors.co.uk

Advertisement

An original Queen Victoria Gold Half Sovereign - a genuine 130-year-old rarity

This is a rare and valuable piece of history. It is a gold half sovereign minted in 1887. It is a true collector's item. Contact us today for more information.

Call 020 7538 6864 or visit www.goldhalfsovereign.co.uk

Advertisement

A jewel among West London auctioneers

At *Chiswick Auctions*, we offer a range of services including the sale of art, antiques, and collectables. We have a reputation for being one of the best auctioneers in the area. Contact us today for more information.

Call 020 8442 4442 or visit www.chiswickauctions.co.uk

Advertisement

Piece together your past

At *Butler & Hill*, we offer a range of services including the sale of art, antiques, and collectables. We have a reputation for being one of the best auctioneers in the area. Contact us today for more information.

Call 020 7538 6864 or visit www.butlerandhill.co.uk

Advertisement

Learn the experts' secrets with Sotheby's Institute of Art short courses and lectures

At *Sotheby's Institute of Art*, we offer a range of services including the sale of art, antiques, and collectables. We have a reputation for being one of the best auctioneers in the area. Contact us today for more information.

Call 020 7538 6864 or visit www.sothebysinstituteofart.com

Advertisement

Release your inner Indiana Jones on an archaeological tour

At *Archaeological Tours*, we offer a range of services including the sale of art, antiques, and collectables. We have a reputation for being one of the best auctioneers in the area. Contact us today for more information.

Call 020 7538 6864 or visit www.archaeologicaltours.co.uk

Advertisement

The King who became a God

At *King's College*, we offer a range of services including the sale of art, antiques, and collectables. We have a reputation for being one of the best auctioneers in the area. Contact us today for more information.

Call 020 7538 6864 or visit www.kingscollege.co.uk

Advertisement

Elegant and affordable timepieces with soul

At *Timepieces with Soul*, we offer a range of services including the sale of art, antiques, and collectables. We have a reputation for being one of the best auctioneers in the area. Contact us today for more information.

Call 020 7538 6864 or visit www.timepieceswithsoul.co.uk

2.7m

Average readership of
The Sunday Times

34%

are always looking for new
ideas to improve their home

46%

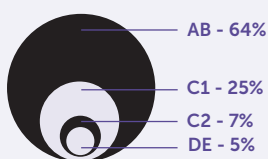
of regular Home readers
are likely to take action
after reading its articles

68%

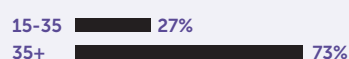
are interested in home
and garden topics within
newspapers

DEMOGRAPHICS

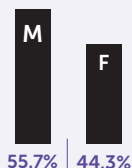
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 707,917 printed copies of *The Sunday Times* are circulated
- 2,724,000 average print readership of *The Sunday Times*
- Distributed UK wide

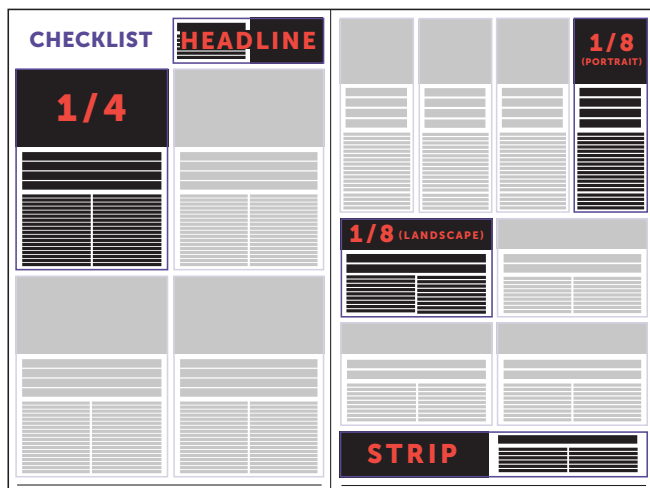
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 132 x 136.6 mm

Total word count 200-250 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

EIGHTH PAGE

Landscape: 132 x 66.25 mm

Portrait: 64 x 136.6 mm

Total word count 70-100 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

STRIP Landscape: 268 x 42.5 mm

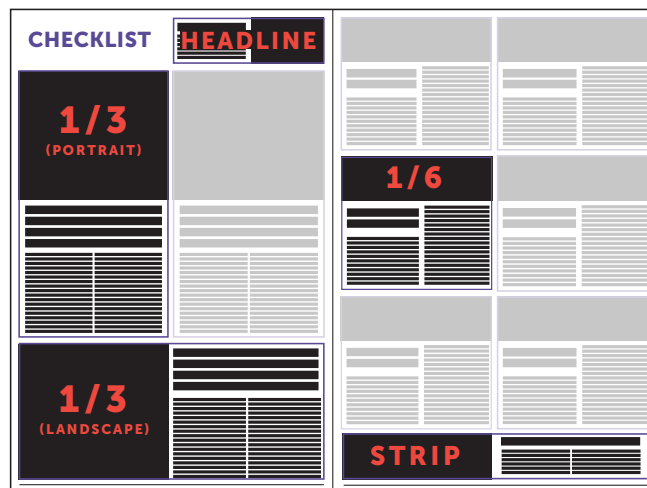
Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 268 x 89.7 mm

Portrait: 183.6 x 132 mm

Total word count 200-300 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2-3 images + logo

SIXTH PAGE

Landscape: 132 x 89.7 mm

Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 image + logo

HEADLINE Landscape: 134 x 42.5 mm

Total word count 60-80 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- 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.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via wettransfer.com. Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be subedited by Hurst Media's editorial team. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

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. † Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

CONTACT DETAILS

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