

# UK Travel, Days Out & Attractions checklist

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

The UK Travel, Days Out & Attractions Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the travel section of *The Sunday Times*.

The *Times* readers spend on average £3,700 per year on holidays. With an average family income of £55,885, this wealthy readership believes it is worth paying extra for quality products and services. The UK Travel, Days Out & Attractions Checklist will therefore serve as an essential guide for readers who are looking for new and exciting ways to spend their money.

The UK Travel, Days Out & Attractions Checklist showcases a high-quality selection of products and services to benefit the whole family, ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.

Published at the beginning of the school summer holidays, at a time when families are looking for activities to keep the children entertained, the UK Travel, Days Out & Attractions Checklist is the perfect shop window for brands and organisations to benefit from an affluent readership focused on family days out, travel and attractions.

## PARTICULARLY CONSIDERING

- 3.6 average amount of holidays taken by *The Times* readers in the last 12 months
- £4.9 billion spent on holidays by *The Times* readers in the last 12 months
- *The Times* readers are 25% more likely to mention ads when they talk about brands
- 64% of *Times* readers are in the AB social-economic profile

### UK Travel, Days Out & Attractions checklist

To offer our readers a comprehensive guide to the best of what's on offer in the UK, we have compiled this checklist of the best of what's on offer in the UK.

**Luxury, 5 star and boutique hotels**

For a truly luxurious holiday, there's nothing better than a stay in a 5-star hotel. From the grandest of grand hotels to the most intimate of boutique hotels, we have a selection of the best of what's on offer in the UK.

**Best summer activities for kids**

Summer is the perfect time to get the kids out of the house and into the great outdoors. From the most exciting of theme parks to the most relaxing of beaches, we have a selection of the best of what's on offer in the UK.

**Visit the UK's largest theme park**

For a truly exciting holiday, there's nothing better than a visit to the UK's largest theme park. From the most thrilling of rides to the most relaxing of beaches, we have a selection of the best of what's on offer in the UK.

**Book theatre tickets and packages for the best West End shows in London**

For a truly exciting holiday, there's nothing better than a visit to the UK's largest theme park. From the most thrilling of rides to the most relaxing of beaches, we have a selection of the best of what's on offer in the UK.

**Discover Britain's best kept secret**

For a truly exciting holiday, there's nothing better than a visit to the UK's largest theme park. From the most thrilling of rides to the most relaxing of beaches, we have a selection of the best of what's on offer in the UK.

**From seaside breaks to countryside escapes**

For a truly exciting holiday, there's nothing better than a visit to the UK's largest theme park. From the most thrilling of rides to the most relaxing of beaches, we have a selection of the best of what's on offer in the UK.

**Start planning your football package trip today**

For a truly exciting holiday, there's nothing better than a visit to the UK's largest theme park. From the most thrilling of rides to the most relaxing of beaches, we have a selection of the best of what's on offer in the UK.

**Multi-activity trips for the whole family**

For a truly exciting holiday, there's nothing better than a visit to the UK's largest theme park. From the most thrilling of rides to the most relaxing of beaches, we have a selection of the best of what's on offer in the UK.

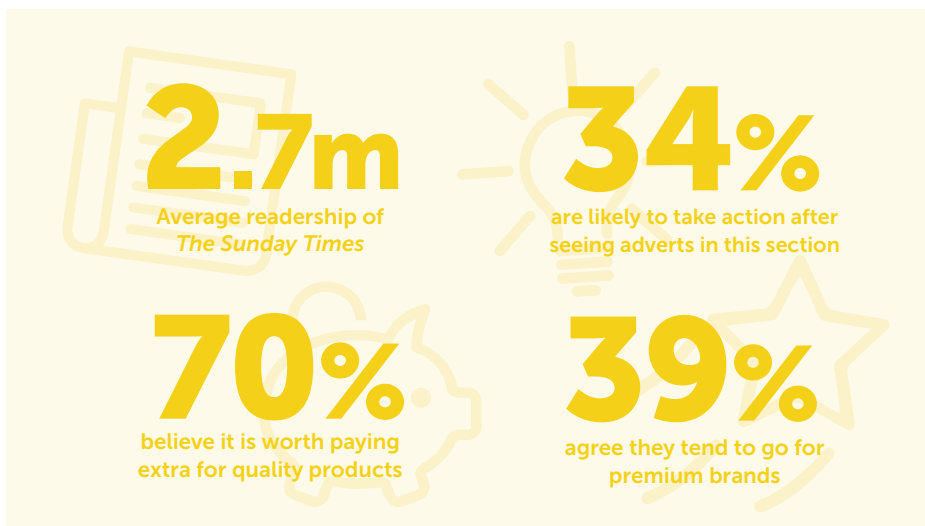
**You don't need to go far for a luxury spa break**

For a truly exciting holiday, there's nothing better than a visit to the UK's largest theme park. From the most thrilling of rides to the most relaxing of beaches, we have a selection of the best of what's on offer in the UK.

**WIN**

**A stay at Stoke Park in a stunning suite with dinner included! Worth £1,000**

For a truly exciting holiday, there's nothing better than a visit to the UK's largest theme park. From the most thrilling of rides to the most relaxing of beaches, we have a selection of the best of what's on offer in the UK.



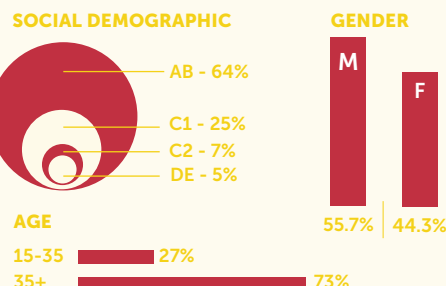
## RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
Competition Partnership (Advertorial or Advert)	P.O.A.

## DISTRIBUTION

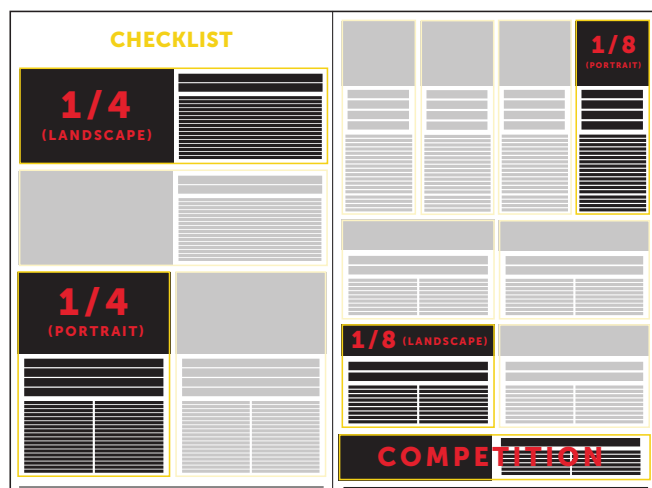
- 707,917 printed copies of *The Sunday Times* are circulated
- 2,724,000 is the average readership of *The Sunday Times*
- Distributed UK wide

## DEMOGRAPHICS



## 1/4 , 1/8 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>Headline</b>	Written in-house
<b>Main body copy</b>	200-250 words	<b>Main body copy</b>	70-100 words
<b>Contact</b>	Website, phone number	<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 high resolution images*	<b>Images</b>	1 high resolution image*

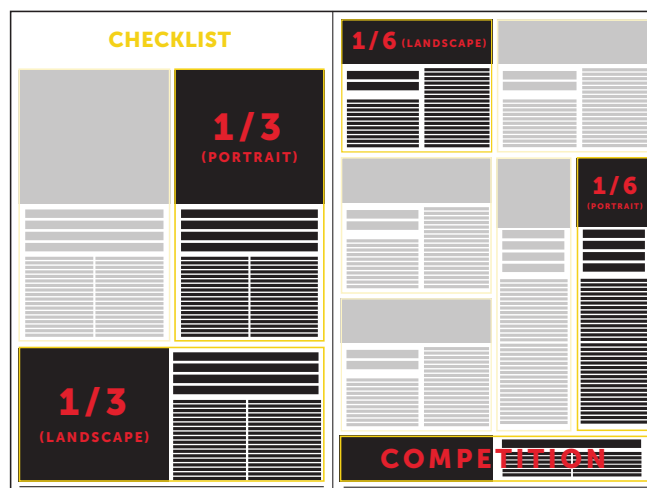
### EIGHTH PAGE

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

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-250 words	<b>Main body copy</b>	70-100 words
<b>Contact</b>	Website, phone number	<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 high resolution images*	<b>Images</b>	1 high resolution image*

## 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

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words	<b>Main body copy</b>	120-150 words
<b>Contact</b>	Website, phone number	<b>Contact</b>	Website, phone number
<b>Images</b>	1-3 high resolution images*	<b>Images</b>	1 high resolution image*

### SIXTH PAGE

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

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words	<b>Main body copy</b>	120-150 words
<b>Contact</b>	Website, phone number	<b>Contact</b>	Website, phone number
<b>Images</b>	1-3 high resolution images*	<b>Images</b>	1 high resolution image*

### COMPETITION: 268 x 42.55 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

Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

