

GADGETS AND TECH

checklist 

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

Gadgets and Tech Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the *Weekend* section of *The Times*.

The Times readers are extremely tech-savvy, with 56% who agree they like to keep up with developments in technology. With an average household income of £55,885, this wealthy readership believes it is worth paying extra for quality products and services. Gadgets and Tech Checklist will therefore serve as an essential guide for these readers to discover how to live an easier life with the latest tech trends and devices.

It showcases a high-quality selection of products to benefit these readers, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Gadgets and Tech Checklist is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable information, are highly suggestible to purchasing new products and services.

PARTICULARLY CONSIDERING

- 26% of *Times* readers agree they love to buy new gadgets and appliances
- 55% of *Times* readers like to have technology that makes life easier at home
- *The Times* is read for an average of 76 minutes on a Saturday



GADGETS AND TECH checklist

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Explore, conquer and play in virtual reality at Zero Latency

Zero Latency is a virtual reality experience that allows you to explore, conquer and play in a virtual world. It's a full-body experience that's perfect for anyone who loves gaming or action. The experience is available at several locations across the UK, including London, Manchester, and Birmingham. Book your tickets now!

Yamaha: Ahead of the curve for 130 years

Yamaha has been a pioneer in many industries for over 130 years. From musical instruments to motorcycles, Yamaha has always been at the forefront of innovation. The company's commitment to quality and craftsmanship is evident in every product they produce. Discover the latest Yamaha products and services today.

A new camera worthy of the gods

The Olympus OM-D E-M10 Mark III is a compact mirrorless camera that's perfect for anyone who wants a high-quality camera that's easy to carry around. It features a 20MP sensor, 4K video recording, and a variety of creative shooting modes. The camera is available in a range of colors and finishes. Find out more about the Olympus OM-D E-M10 Mark III today.

Power your home from the sun, at night

Moixa is a solar-powered home energy storage system that allows you to store energy from the sun during the day and use it at night. It's a sustainable and cost-effective way to power your home. The system is easy to install and can be used in a variety of ways. Discover the benefits of Moixa today.

Join the quiet revolution - cut down your carbon footprint and make travel a joy

The Pure Cooters is a compact, foldable electric scooter that's perfect for anyone who wants a sustainable and convenient way to travel. It's a quiet and efficient mode of transport that can be used in a variety of settings. The scooter is available in a range of colors and finishes. Find out more about the Pure Cooters today.

Retro gaming to a modern standard

The RetroVision is a modern gaming console that's designed to look like a classic retro console. It features a variety of classic games and a modern interface. The console is perfect for anyone who wants to relive the glory days of retro gaming. Find out more about the RetroVision today.

Jabra: cutting-edge technology delivers the best for your ears

Jabra is a leading manufacturer of audio equipment, and their latest products are designed to deliver the best sound quality possible. The Jabra Elite 85t is a premium over-ear headset that's perfect for anyone who wants a high-quality audio experience. Find out more about the Jabra Elite 85t today.

Save cash on tech!

CEX is a leading retailer of electronics and tech products, and they have a variety of deals and discounts available. From the latest smartphones to home appliances, CEX has everything you need. Find out more about the CEX deals today.

An EAT-SR starter kit for wireless control of your room!

The EAT-SR is a smart home control system that allows you to control your room's lighting, temperature, and more. It's a convenient and easy-to-use system that can be controlled from your smartphone. Find out more about the EAT-SR today.

1.3m
Saturday print 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

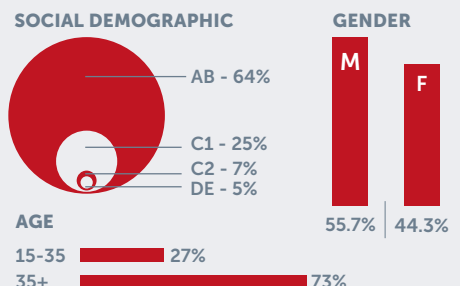
RATE CARD

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

DISTRIBUTION

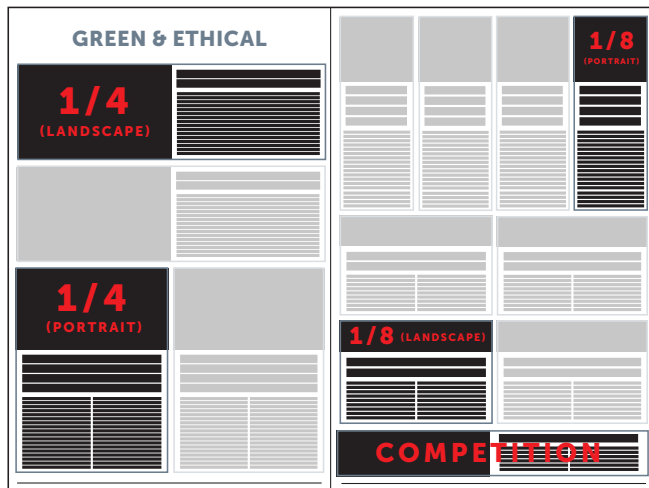
- 536,240 copies of *The Times* are published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 268 x 66.25 mm
Portrait: 132 x 136.6 mm

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

EIGHTH PAGE

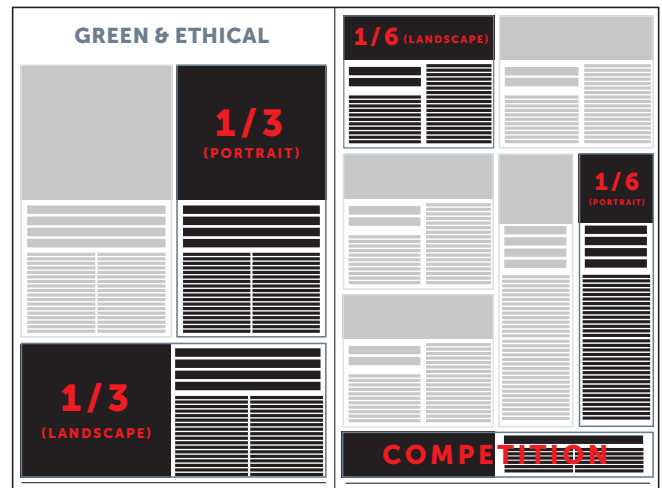
Landscape: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

COMPETITION: 268 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words
Prize	Prize and value		

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

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

SIXTH PAGE

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

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

