

THE NEW YORK TIMES

I was relieved when my parents split up
Children of divorce sit at their studies

Weekend

French women's latest accessory
Le Toy Boy!

THE 100 MOST POWERFUL WOMEN IN AMERICA

THE 100 MOST POWERFUL MEN IN AMERICA

THE 100 MOST POWERFUL COMPANIES IN AMERICA

THE 100 MOST POWERFUL COUNTRIES IN AMERICA

THE 100 MOST POWERFUL CITIES IN AMERICA

THE 100 MOST POWERFUL STATES IN AMERICA

THE 100 MOST POWERFUL INDUSTRIES IN AMERICA

THE 100 MOST POWERFUL PROFESSIONS IN AMERICA

THE 100 MOST POWERFUL RELIGIONS IN AMERICA

THE 100 MOST POWERFUL SPORTS IN AMERICA

THE 100 MOST POWERFUL ARTS IN AMERICA

THE 100 MOST POWERFUL SCIENCES IN AMERICA

THE 100 MOST POWERFUL TECHNOLOGIES IN AMERICA

THE 100 MOST POWERFUL MEDIA IN AMERICA

THE 100 MOST POWERFUL POLITICS IN AMERICA

THE 100 MOST POWERFUL ECONOMICS IN AMERICA

THE 100 MOST POWERFUL LAW IN AMERICA

THE 100 MOST POWERFUL MEDICINE IN AMERICA

THE 100 MOST POWERFUL EDUCATION IN AMERICA

THE 100 MOST POWERFUL ENVIRONMENT IN AMERICA

THE 100 MOST POWERFUL ENERGY IN AMERICA

THE 100 MOST POWERFUL TRANSPORTATION IN AMERICA

THE 100 MOST POWERFUL AGRICULTURE IN AMERICA

THE 100 MOST POWERFUL INDUSTRY IN AMERICA

THE 100 MOST POWERFUL BUSINESS IN AMERICA

THE 100 MOST POWERFUL FINANCE IN AMERICA

THE 100 MOST POWERFUL REAL ESTATE IN AMERICA

THE 100 MOST POWERFUL CONSTRUCTION IN AMERICA

THE 100 MOST POWERFUL MANUFACTURING IN AMERICA

THE 100 MOST POWERFUL RETAIL IN AMERICA

THE 100 MOST POWERFUL FOOD IN AMERICA

THE 100 MOST POWERFUL BEVERAGE IN AMERICA

THE 100 MOST POWERFUL TOBACCO IN AMERICA

THE 100 MOST POWERFUL GAMBLING IN AMERICA

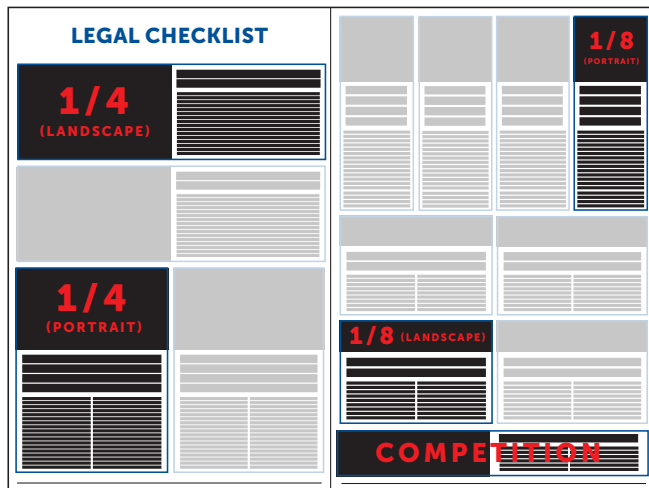
THE 100 MOST POWERFUL ENTERTAINMENT IN AMERICA

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

All facts and figures from News UK, ABC or PAMCo

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	60-90 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

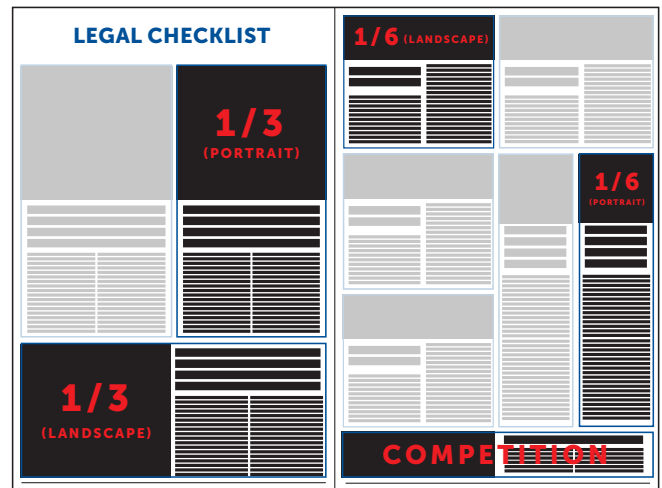
EIGHTH PAGE

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

Headline	Written in-house
Main body copy	60-90 words
Contact	Website, phone number
Images	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

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

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

COMPETITION: 268 x 41.35 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	1-3 high resolution images*
Prize	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. 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

