

Be Your Own Boss checklist

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

Be Your Own Boss Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

The Times is the number one daily title for reaching the UK's business elite, reaching 52% more than *The Daily Telegraph* and 35% more than the *Financial Times*. This makes *Times* readers the perfect audience for **Be Your Own Boss Checklist**, which will serve as an essential guide for those embarking on their first business venture, as well as current business owners. It will give these readers a deeper insight into everything they need to know about starting their own company and bettering their business.

Showcasing a high-quality selection of products and services, **Be Your Own Boss Checklist** published with *The Times* will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published on a Saturday, **Be Your Own Boss Checklist** is the perfect shop window for brands and organisations looking to benefit from a readership, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas, and have more time to spend reading their newspaper than a weekday instalment.

PARTICULARLY CONSIDERING

- 45% of *Times* readers agree they are more likely to take some action after reading articles in this section
- Times* readers are more than twice as likely to be interested in personal finance and investment topics
- The Times* is the number one daily title for reaching the UK's business elite, reaching 35% each day
- The Times* is read for an average of 76 minutes on a Saturday



Be Your Own Boss checklist

Considering starting your own business or already running a successful SME? There's always help at hand - these ideas could be ideal to help your business succeed

ArchOver connects high-growth SMEs with the cash they need to succeed

ArchOver is a leading provider of business finance solutions, helping SMEs access the capital they need to grow. With a track record of success, ArchOver offers a range of financing options tailored to your business needs.

Get your data protection sorted from the start

At KICK, we specialise in helping businesses understand and implement data protection regulations. Our experts provide clear guidance and support to ensure your business is fully compliant from the start.

Frustrated with poor Wi-Fi in your home? You need KICK Wi-Fi

KICK Wi-Fi is the solution for businesses that need reliable, high-speed internet access. Our service is designed to meet the demands of modern businesses, ensuring your Wi-Fi is always up and running.

Versatile professional label printing for labels with impact

OKI is a leading provider of professional label printing services. Our versatile range of labels is perfect for a wide variety of applications, from retail to industrial. Contact us today for more information.

Grow your business by accessing specialist business data remotely

CBIL offers businesses access to a wealth of specialist data, enabling you to make informed decisions and grow your business. Our remote access service is secure and easy to use.

Prioritise your productivity

With a range of productivity tools and services, we can help you streamline your workflow and increase efficiency. Our experts will work with you to identify areas for improvement and implement effective solutions.

Flexible finance

At KICK, we offer flexible finance solutions that can be tailored to your business needs. Whether you need a loan or a line of credit, we have the options to help you manage your cash flow effectively.

Choose a phone system that can make you money!

At J Raphael, we specialise in providing businesses with phone systems that can help you grow your business. Our systems are designed to be easy to use and integrate with your existing business processes.

Doing business on a global scale? Protect your assets!

At KHAOS, we provide businesses with the tools and services they need to protect their assets when doing business on a global scale. Our experts will help you understand the risks involved and implement effective protection measures.

Struggling to manage your stock solo? Get your items in order

At KHAOS, we offer stock management solutions that can help you manage your inventory more effectively. Our systems are designed to be user-friendly and provide real-time updates on your stock levels.

A stay at Stoke Park

Stoke Park is a beautiful venue for business events and conferences. Our facilities are modern and comfortable, providing a perfect environment for your next business gathering. Contact us today to book your stay.

1.3m

Saturday print readership of *The Times*

70%

believe it is worth paying extra for quality products

34%

are likely to take action after seeing adverts in this section

39%

agree they tend to go for premium brands

RATE CARD

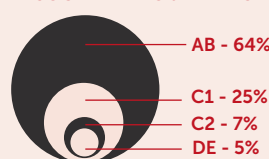
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

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

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

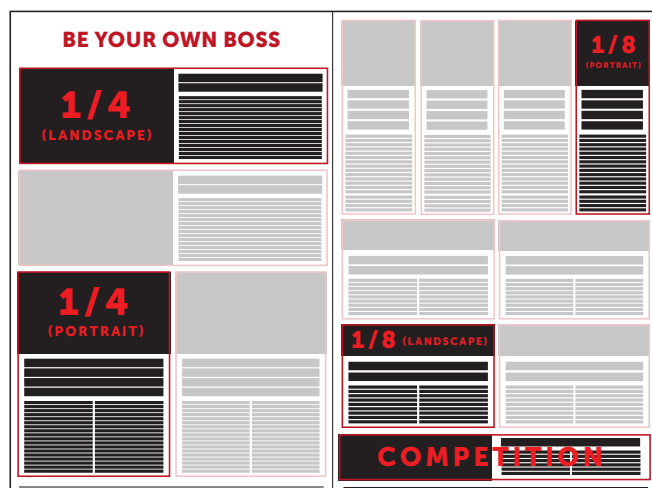


GENDER



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

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

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*

THIRD PAGE

Landscape: 268 x 89.7 mm
Portrait: 183.6 x 132 mm

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

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 42.5 mm

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

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