

BEST OF BRITISH

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 **Best of British Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.

With a 1.3m Saturday readership, of which 64% are in the AB social-economic profile, *The Times* boasts an audience of wealthy people. This affluent readership believes it is worth paying extra for quality products and services. The **Best of British Checklist** will therefore service as an essential guide for readers who are looking for new and exciting ways to spend their money.

The **Best of British Checklist** showcases a high-quality selection of quintessentially British products and services, ranging from food & drink, fashion, gadgets & technology and travel options.

Published on a Saturday, the **Best of British Checklist** is the perfect shop window for brands and organisations to benefit from the robust editorial environment in *The Times*, and an affluent readership with more time to spend reading their newspaper, and a greater disposable income to spend on the best of British products and services.

PARTICULARLY CONSIDERING

- The Saturday edition of *The Times* boasts 1.3 million readers per issue
- The Times* is read for an average of 76 minutes on a Saturday
- Times* readers have a mean family income of £55,885



BEST OF BRITISH checklist

To officiatum ignam voluptatem. Ullam et sitis natusmet et fugit, conquisquam rem ut andit vestibulum lab invenit pietatem.

Gin made in the UK from grain to glass

Support British Gin. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

Pembrokeshire: visit this season

Visit Pembrokeshire. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

Enjoy London life – stay at Strand Palace!

Strand Palace. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

The eco-friendly laundry solution

ecoege. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

Handcrafted Welsh cheese bursting with flavour

Ynys Iwan. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

Most Longleat's lion kings

Longleat. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

5* self catering luxury from above

Sturford. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

Nothing tickles like a Puckett's Pickle

Puckett's Pickle. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

Clean the polluted air inside your car and breathe easy

airbubbl. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

Build your confidence among the tree tops!

Go Ape. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

A stay at Stoke Park in a stunning suite for £1,100

Stoke Park. The first gin made from grain to glass. The first gin made from grain to glass. The first gin made from grain to glass.

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

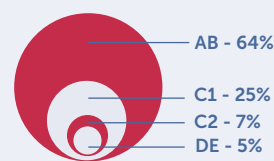
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

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

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

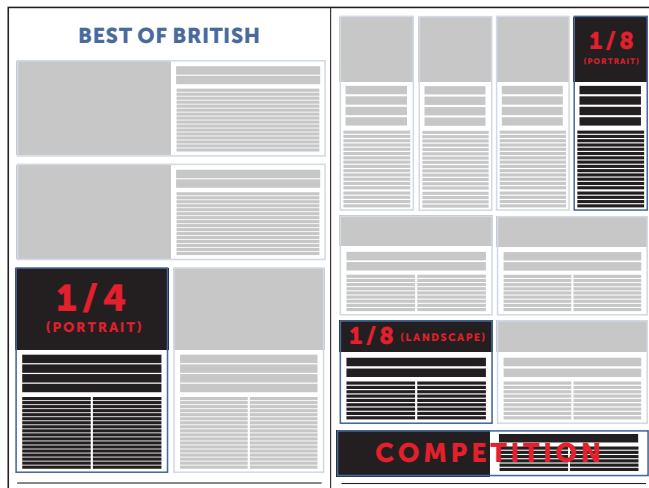


GENDER



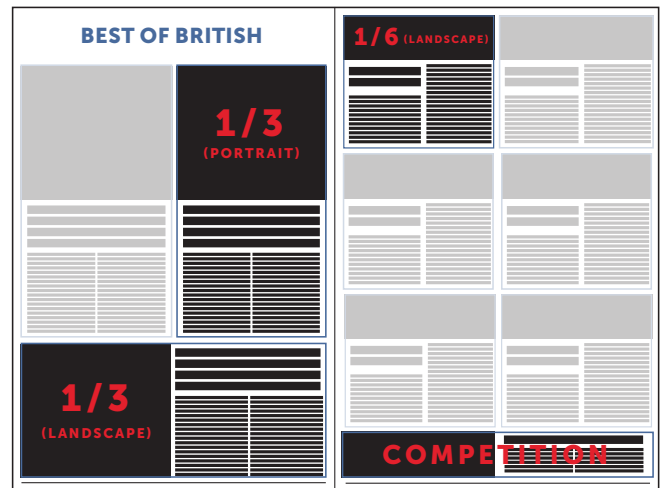
1/4 , 1/8 FEATURE REQUIREMENTS

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

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	70-100 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

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

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

