

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

The Times Weekend boasts a mature readership, with 72% of its readers over the age of 45. The **Care Checklist** will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement.

It showcases a high-quality selection of products and services, ranging from activities and leisure, mobility options, legal advice, residential homes, nursing homes, care homes and healthcare options.

Published in the Saturday edition of *The Times*, the **Care Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 67% of readers are AB social group
- 72% of *Times* Weekend readers are over the age of 45
- *The Times* is read for an average of 76 minutes on a Saturday

Care checklist

Plan for your retirement or find out more about how you can look after your parents with our round-up of the best pension advice, homecare options, funeral services and legal help

We can change how mental illness is treated, by leaving a legacy to Rethink Mental Illness

RETHINK MENTAL ILLNESS

... (text continues) ...

Support Dogs – for autism, for epilepsy, for disability

SUPPORT DOGS

... (text continues) ...

Are your symptoms just down to your age?

HEALTHY AGE

... (text continues) ...

Why renting in retirement is rising in popularity...

ATLANTIC RETIREMENT HOMES

... (text continues) ...

Can you be the change that pancreatic cancer needs?

REGENOVEX

... (text continues) ...

Stay in your home and get live-in care

PROMEDICA24

... (text continues) ...

Treat your swallowing and reflux problems

IQoro

... (text continues) ...

Choose from country, town or coastal living

Inspired Villages

... (text continues) ...

Get to cool and soothe muscle pain

REGENOVEX

... (text continues) ...

Win two Wills and Lasting Power of Attorneys, plus an Amazon Kindle...

WILLSHOPS

... (text continues) ...

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

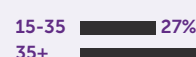
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

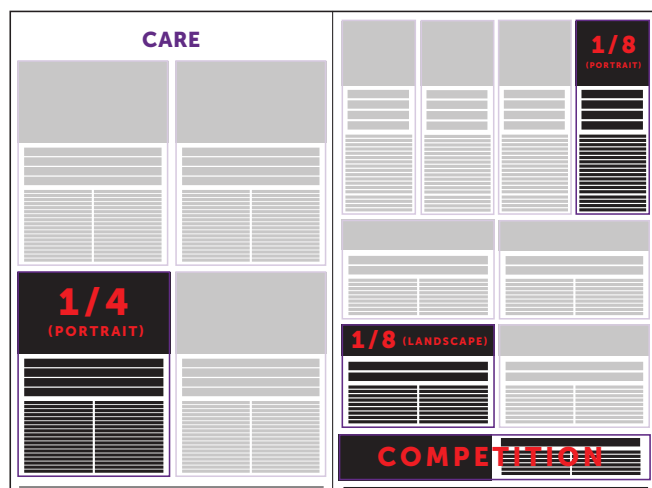


GENDER



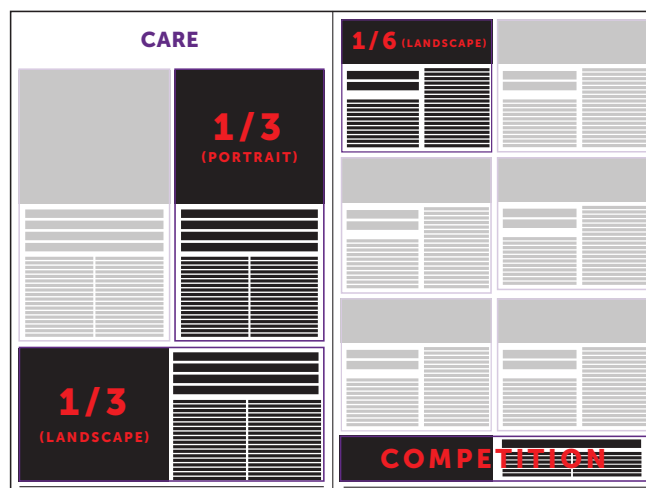
1/4 , 1/8 FEATURE REQUIREMENTS

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 42.55 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

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