

# CHRISTMAS

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

With 109,000 *Times* readers admitting to spending between £200 and £350 on Christmas presents, the **Christmas Checklist** will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

As 164,000 readers confess to buying presents for up to ten people, the **Christmas Checklist**, published at a time when 138,000 *Times* readers begin their Christmas present planning, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

## PARTICULARLY CONSIDERING

- Readers of *The Times* readers are 25% more likely to mention ads when they talk about brands
- *The Times* is read for an average of 76 minutes on a Saturday
- *Times* readers have a mean family income of £55,885
- 64% of *Times* readers are AB social group



## CHRISTMAS checklist

To officiant ipsam voluptatem. Uscit et asit sanimus et fugi consequam rem ut andit restibus lab invelit plateat.

### Christmas cruises with a difference on the River Thames

... (text) ...

### Luxury hampers for that special someone

... (text) ...

### Luxury dog beds

... (text) ...

### Stay in tune with your surroundings

... (text) ...

### A Christmas gift that will warm the parts that others can't

... (text) ...

### Discover true sound at home

... (text) ...

### Make a difference to families of the Armed Forces this Christmas

... (text) ...

### Festive delicacies infused with juniper

... (text) ...

### A relaxing christmas break at Church Farm, Suffolk

... (text) ...

**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

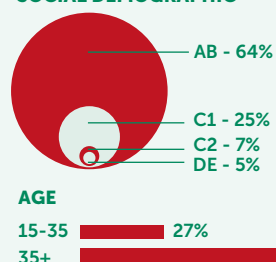
Third page	<b>£6,000</b>
Quarter page	<b>£4,500</b>
Sixth page	<b>£3,250</b>
Competition Partnership (Advertorial or Advert)	<b>P.O.A.</b>

## DISTRIBUTION

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

## DEMOGRAPHICS

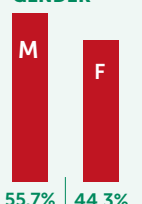
### SOCIAL DEMOGRAPHIC



### 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

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

### EIGHTH PAGE

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

<b>Headline</b>	Written in-house
<b>Main body copy</b>	70-100 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1 high resolution image*

### THIRD PAGE

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

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

### SIXTH PAGE

Landscape: 132 x 89.7 mm

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

### COMPETITION: 268 x 42.5 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words	<b>Contact</b>	Website, phone number	<b>Images</b>	1-3 high resolution images*
<b>Prize</b>	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](mailto:production@hurstmediacompany.co.uk). For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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](http://hurstmediacompany.co.uk)  
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VAT number: 161866882

### MEDIA SALES

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Fax: 0203 478 6018  
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