

# GADGETS AND TECH

checklist 



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

Gadgets and Tech Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the *Weekend* section of *The Times*.

*The Times* readers are extremely tech-savvy, with 56% who agree they like to keep up with developments in technology. With an average household income of £55,885, this wealthy readership believes it is worth paying extra for quality products and services. Gadgets and Tech Checklist will therefore serve as an essential guide for these readers to discover how to live an easier life with the latest tech trends and devices.

It showcases a high-quality selection of products to benefit these readers, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Gadgets and Tech Checklist is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable information, are highly suggestible to purchasing new products and services.

## PARTICULARLY CONSIDERING

- 26% of *Times* readers agree they love to buy new gadgets and appliances
- 55% of *Times* readers like to have technology that makes life easier at home
- *The Times* is read for an average of 76 minutes on a Saturday

### GADGETS AND TECH checklist

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#### Explore, conquer and play in virtual reality at Zero Latency

Zero Latency is a virtual reality experience that allows you to explore, conquer and play in a virtual world. It's a full-body experience that's perfect for anyone who loves gaming or action. The experience is set in a large, open-plan space with a variety of challenges and obstacles. You can choose from a range of characters and weapons, and you can play solo or in a team. The experience is perfect for anyone who wants to try something new and exciting.

#### Yamaha: Ahead of the curve for 130 years

Yamaha has been a leader in the world of music for over 130 years. From pianos to guitars, Yamaha has always been at the forefront of innovation. The company's commitment to quality and craftsmanship is what has made it so successful. Yamaha's products are known for their exceptional sound and reliability. Whether you're a professional musician or a hobbyist, Yamaha has something for you.

#### A new camera worthy of the gods

The Olympus OM-D E-M10 Mark II is a compact mirrorless camera that's perfect for anyone who wants a high-quality camera that's easy to carry around. It has a 16MP sensor, a 4K video mode, and a variety of other features that make it a great choice for anyone who wants a versatile camera. The camera is also very stylish, with a range of different finishes to choose from.

#### Power your home from the sun, at night

The Moixa Solar Home System is a complete solar power solution for your home. It includes solar panels, a battery, and an inverter, so you can power your home with clean, renewable energy. The system is easy to install and can save you a lot of money on your electricity bills. It's a great investment for anyone who wants to reduce their carbon footprint and save money.

#### Retro gaming to a modern standard

The RetroVision Mini is a small, portable retro gaming console that's perfect for anyone who loves classic games. It has a built-in screen and a variety of ports for different controllers. The console is also very stylish, with a range of different finishes to choose from. It's a great way to relive your childhood and enjoy classic games in a modern setting.

#### A waterproof television for outdoor use

The Jabra Pro 7500 is a waterproof television that's perfect for outdoor use. It has a built-in screen and a variety of ports for different controllers. The television is also very stylish, with a range of different finishes to choose from. It's a great way to enjoy your favourite TV shows and movies in a new setting.

#### Jabra: cutting-edge technology delivers the best for your ears

Jabra has been a leader in the world of audio for over 50 years. From headphones to speakers, Jabra has always been at the forefront of innovation. The company's commitment to quality and craftsmanship is what has made it so successful. Jabra's products are known for their exceptional sound and reliability. Whether you're a professional musician or a hobbyist, Jabra has something for you.

#### Save cash on tech!

The EAT-SR starter kit for wireless control of your room is a great way to save money on your tech. It includes a range of smart home devices that can be controlled from your smartphone. The kit is easy to install and can save you a lot of money on your electricity bills. It's a great investment for anyone who wants to reduce their carbon footprint and save money.

**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

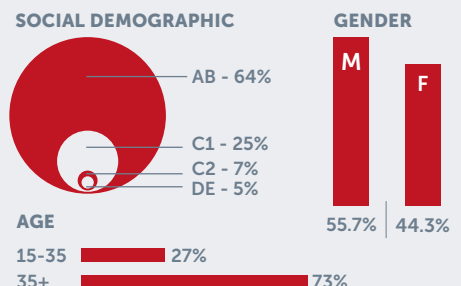
## RATE CARD

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

## DISTRIBUTION

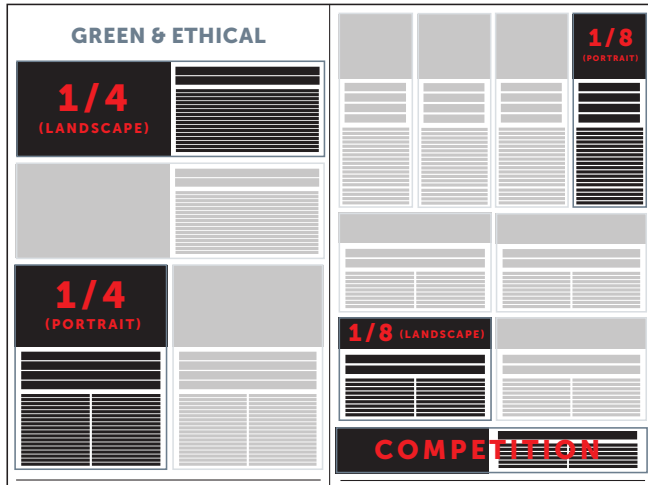
- 536,240 copies of *The Times* are published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

## DEMOGRAPHICS



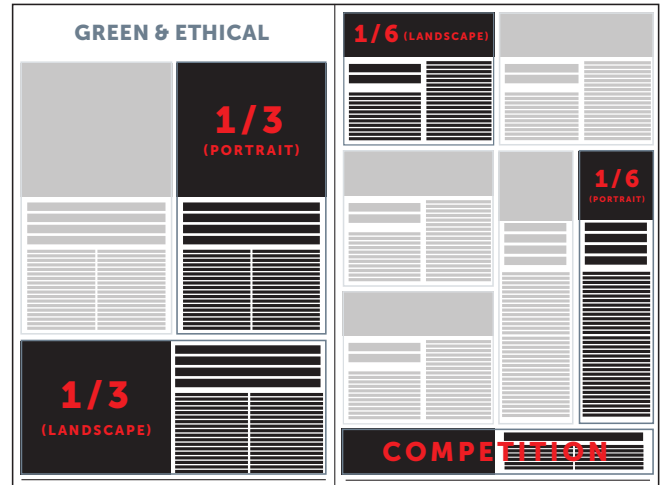
## 1/4 , 1/8 FEATURE REQUIREMENTS

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

<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  
Portrait: 183.6 x 64 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

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