

GIFTS FOR HIM 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 **Gifts for Him 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 **Gifts for Him 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 gift ideas for men, ranging from gadgets & tech, personalised gifts, novelty presents, giftsets, food & drink, as well as winter fashion, fragrances, accessories and experience days.

As 138,000 *Times* readers begin their Christmas present planning in November, as well as the fact 164,000 readers confess to buying presents for up to ten people, the **Gifts for Him Checklist**, published at the start of November, is the perfect vehicle for showcasing your company's products 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

RETRO GAMING TO A MODERN STANDARD

For those who grew up with the classic Nintendo Game Boy, the Retro Gaming to a Modern Standard is the perfect gift. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.

YAMAHA: AHEAD OF THE CURVE FOR 130 YEARS

Yamaha is a company that has been around for 130 years, and it's still going strong. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.

EASY ON THE POCKET AND THE PLANET TOO

It's easy to be eco-friendly, but it's not always easy to be eco-friendly. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.

THE FINEST IN PREMIUM MEN'S GROOMING PRODUCTS

It's time to treat yourself to the finest in premium men's grooming products. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.

HIGH-QUALITY SHOES THAT ARE BUILT TO LAST

It's time to treat yourself to a pair of high-quality shoes that are built to last. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.

MAKE YOUR COMMUTE THE BEST PART OF YOUR DAY

It's time to treat yourself to a new commute. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.

AMAZING VIRTUAL REALITY ESCAPE ROOM FOR ALL TO ENJOY IN CENTRAL LONDON

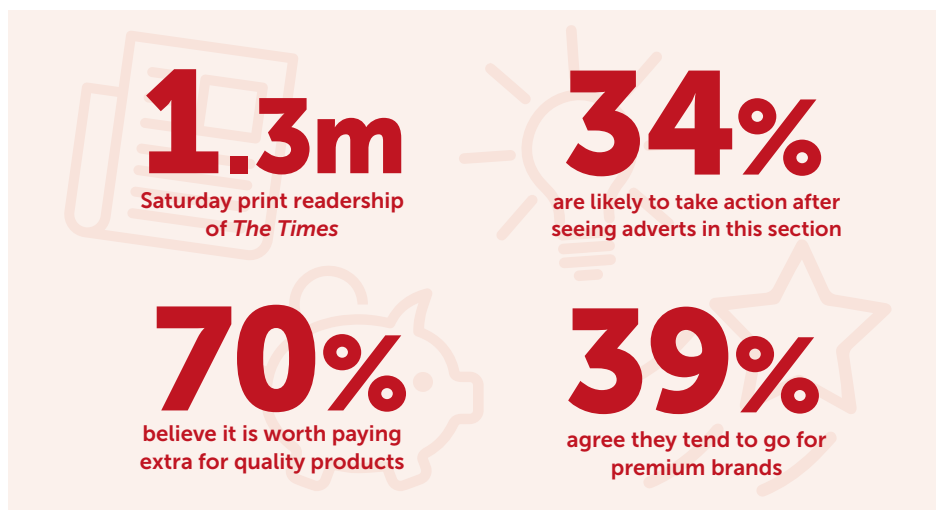
It's time to treat yourself to an amazing virtual reality escape room. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.

STAR WARS GOODIES FOR YOUR HOME

It's time to treat yourself to some Star Wars goodies. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.

GROWVY

It's time to treat yourself to some Growvy. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.



RATE CARD

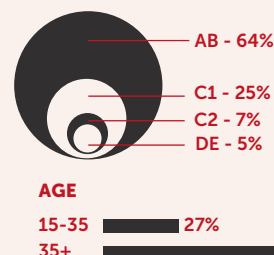
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

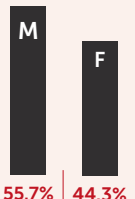
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



AGE



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	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

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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