

Health and Wellbeing checklist

PUBLISHED WITH THE TIMES SATURDAY 23 NOVEMBER 2019

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

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

The Times boasts a mature readership, with 73% of its readers over the age of 35. Health & Wellbeing Checklist will therefore serve as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier lifestyle.

It showcases a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homeware and mobility options.

Published in the Saturday edition of The Times, Health & Wellbeing Checklist is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

PARTICULARLY CONSIDERING

- Readers of The Times are 25% more likely to mention ads when they talk about brands
- 64% of readers are AB social group
- 30% of The Times readers are over the age of 65
- The Times is read for an average of 76 minutes on a Saturday
- 63,000 Times readers are eating more healthy food than they have ever done in the past



Health and Wellbeing checklist

Your body is precious and it pays to look after yourself. Here are a variety of ideas to be - and stay - healthy

Strengthen your pelvic floor - using digital technology!

Dr. K. B. ADAMS
Pelvic floor exercises are essential for women's health. They help to support the pelvic organs and prevent prolapse. The Kegel 8 app provides a digital guide to these exercises, ensuring you are doing them correctly. It also includes a progress tracker and a community of other users for support.

Kegel 8

Guaranteed relief for extremely dry, cracked skin

Dr. K. B. ADAMS
Dry skin can be a real nuisance, especially in the winter. The 108 Harley Street cream is formulated with natural oils and vitamins to deeply moisturise and heal the skin. It's perfect for dry patches, eczema, and cracked heels.

108 HARLEY STREET

Early detection and annual breast check-ups help diagnose breast cancer early!

Dr. K. B. ADAMS
Early detection is key to successful treatment of breast cancer. Regular mammograms can identify lumps before they become large enough to feel. The 108 Harley Street clinic offers a comprehensive breast health check, including a mammogram and a clinical breast exam.

108 HARLEY STREET

Knee pain sufferers unite in new group

Dr. K. B. ADAMS
Knee pain can significantly impact your quality of life. The new Knee Pain Support Group provides a safe space for sufferers to share their experiences and learn from each other. They also offer access to expert advice and resources.

Knee Pain Support Group

The Slender way to help you lose weight

Dr. K. B. ADAMS
Losing weight doesn't have to be a struggle. The Slender way offers a holistic approach to weight loss, combining diet, exercise, and lifestyle changes. They provide personalised plans and ongoing support to help you achieve your goals.

Slender way

Goa kneepain

Dr. K. B. ADAMS
Goa kneepain is a natural remedy for knee pain. It's made from a blend of essential oils and herbs, which are known for their anti-inflammatory properties. It can be used as a massage or applied directly to the affected area.

Goa kneepain

Natural, ethical products for the body

Dr. K. B. ADAMS
Look for natural, ethical products for your body. The Faith in Nature range includes everything from skincare to haircare, all made from natural ingredients. They are cruelty-free and environmentally friendly.

FAITH IN NATURE

Vegan - and without compromise on taste

Dr. K. B. ADAMS
Being vegan doesn't mean you have to give up on taste. The Faith in Nature range offers a variety of delicious vegan products, including plant-based meat alternatives and dairy-free desserts.

FAITH IN NATURE

High-quality contact lenses at affordable prices delivered straight to your door

Dr. K. B. ADAMS
Don't spend a fortune on contact lenses. VisionDirect offers high-quality lenses at affordable prices, delivered straight to your door. They also offer a range of eye care services, including eye exams and contact lens fittings.

VisionDirect

If you find your willpower to be lacking, why not give science a go?

Dr. K. B. ADAMS
If you struggle with willpower, science might be the answer. The Go Figure app uses behavioural science to help you build healthy habits and overcome bad ones. It's a fun and effective way to stay motivated.

Go Figure

Two night spa break for two people Worth £200!

Dr. K. B. ADAMS
Treat yourself to a luxurious two-night spa break for two people. The offer includes everything you need for a relaxing getaway, including accommodation, meals, and spa treatments.

Two night spa break for two people Worth £200!

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

Landscape: 268 x 66.25 mm
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
Portrait: 183.6 x 64 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.

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