

# Travel

## WINTER SPECIAL

### checklist



**PUBLISHED WITH THE SUNDAY TIMES SUNDAY 10 NOVEMBER 2019**

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

The **Travel Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Travel section of *The Sunday Times*.

*The Sunday Times* readers spend on average £3,700 per year on holidays and with an average family income of £55,885, this wealthy readership believes it is worth paying extra for quality products and services. The **Travel Checklist** therefore serves as an essential guide for readers who are looking for new and exciting ways to explore.

Published at a time when readers are beginning to make their buying decisions for the festive season, the **Travel Checklist** showcases a selection of products and services, ranging from winter holidays, accommodation, Christmas markets and fairs, spa breaks, holiday essentials, theatre & shows, indoor snow centres and tourist attractions. Featuring with this article therefore presents an amazing opportunity to directly target a new, affluent and actively engaged audience.

#### PARTICULARLY CONSIDERING

- 3.6 average amount of holidays taken by *The Times* readers in the last 12 months
- £4.9 billion spend on holidays by *The Times* readers in the last 12 months
- *The Times* is read for an average of 76 minutes on a Saturday
- 64% of *Times* readers are in the AB social-economic profile

### Retreat to luxury, 5 star and boutique hotels this season

**PERFECT HOLIDAY** OF LUXURY...  
The most luxurious of hotels...  
The most luxurious of hotels...  
The most luxurious of hotels...

### Explore a Winter Wonderland

**PERFECT HOLIDAY** OF LUXURY...  
The most luxurious of hotels...  
The most luxurious of hotels...  
The most luxurious of hotels...

### Best winter destinations for families

**PERFECT HOLIDAY** OF LUXURY...  
The most luxurious of hotels...  
The most luxurious of hotels...  
The most luxurious of hotels...

### Escape the chill in exotic destinations this winter

**PERFECT HOLIDAY** OF LUXURY...  
The most luxurious of hotels...  
The most luxurious of hotels...  
The most luxurious of hotels...

### Affordable skiing holidays in Europe

**PERFECT HOLIDAY** OF LUXURY...  
The most luxurious of hotels...  
The most luxurious of hotels...  
The most luxurious of hotels...

### Enjoy the two-day Christmas Experience at Langley Castle

**PERFECT HOLIDAY** OF LUXURY...  
The most luxurious of hotels...  
The most luxurious of hotels...  
The most luxurious of hotels...

### Ski the magnificent Canadian Rockies

**PERFECT HOLIDAY** OF LUXURY...  
The most luxurious of hotels...  
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The most luxurious of hotels...

### Multi-activity trips for the whole family

**PERFECT HOLIDAY** OF LUXURY...  
The most luxurious of hotels...  
The most luxurious of hotels...  
The most luxurious of hotels...

### A family trip to Lapland this winter?

**PERFECT HOLIDAY** OF LUXURY...  
The most luxurious of hotels...  
The most luxurious of hotels...  
The most luxurious of hotels...

### A stay at Stoke Park

**PERFECT HOLIDAY** OF LUXURY...  
The most luxurious of hotels...  
The most luxurious of hotels...  
The most luxurious of hotels...

**2.7m**

Average readership of *The Sunday 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

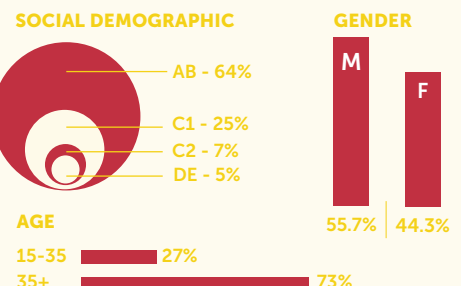
#### RATE CARD

Third page	<b>£12,000</b>
Quarter page	<b>£9,000</b>
Sixth page	<b>£6,500</b>
Competition Partnership (Advertorial or Advert)	<b>P.O.A.</b>

#### DISTRIBUTION

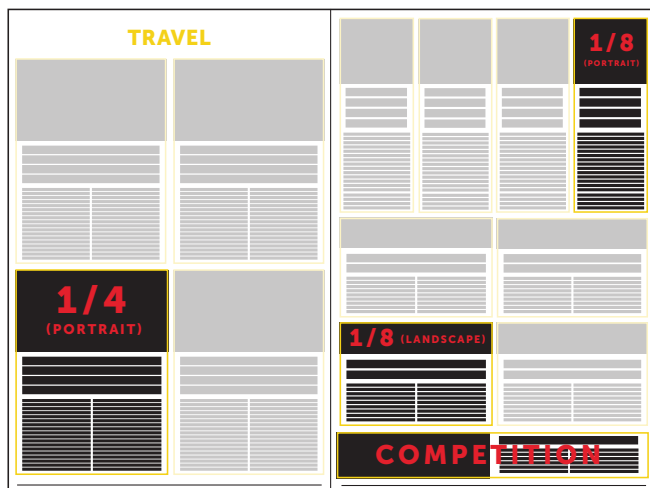
- 707,917 printed copies of *The Sunday Times* are circulated
- 2,724,000 is the average print readership of *The Sunday Times*
- Distributed UK wide

#### DEMOGRAPHICS



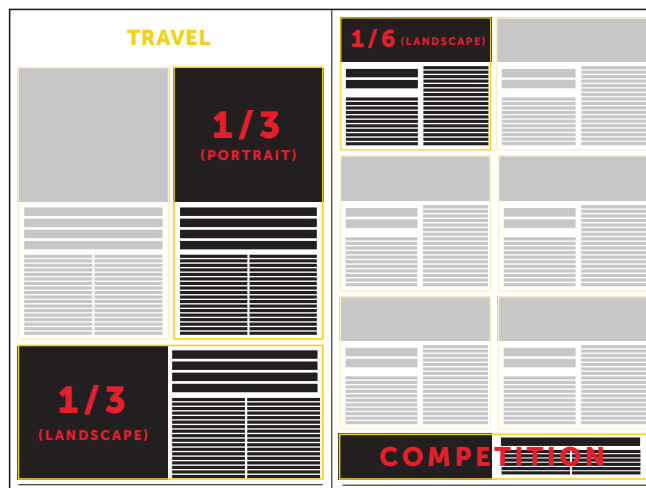
## 1/4 , 1/8 FEATURE REQUIREMENTS

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

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 42.55 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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