

Be Your Own Boss

checklist

PUBLISHED WITH **THE TIMES** SATURDAY 25 JANUARY 2020

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

Be Your Own Boss Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

The Times is the number one daily title for reaching the UK's business elite, reaching 52% more than *The Daily Telegraph* and 35% more than the *Financial Times*. This makes *Times* readers the perfect audience for **Be Your Own Boss Checklist**, which will serve as an essential guide for those embarking on their first business venture, as well as current business owners. It will give these readers a deeper insight into everything they need to know about starting their own company and bettering their business.

Showcasing a high-quality selection of products and services, **Be Your Own Boss Checklist** published with *The Times* will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published on a Saturday, **Be Your Own Boss Checklist** is the perfect shop window for brands and organisations looking to benefit from a readership, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas, and have more time to spend reading their newspaper than a weekday instalment.

PARTICULARLY CONSIDERING

- 45% of *Times* readers agree they are more likely to take some action after reading articles in this section
- Times* readers are more than twice as likely to be interested in personal finance and investment topics
- The Times* is the number one daily title for reaching the UK's business elite, reaching 35% each day
- The Times* is read for an average of 76 minutes on a Saturday

Be Your Own Boss checklist

Considering starting your own business or already running a successful SME? There's always help at hand - these ideas could be ideal to help your business succeed

ArchOver connects high-growth SMEs with the cash they need to succeed

UK SMEs are struggling to get the cash they need to succeed. ArchOver is a leading provider of business finance, offering a range of products and services to help SMEs grow their business.

Get your data protection sorted from the start

As an SME owner, you need to ensure your data is protected from the start. ArchOver offers a range of products and services to help you do this.

Frustrated with poor Wi-Fi in your home? You need KICK Wi-Fi

KICK Wi-Fi is a leading provider of home Wi-Fi solutions, offering a range of products and services to help you improve your home network.

Versatile professional label printing for labels with impact

OKI is a leading provider of professional label printing, offering a range of products and services to help you create high-quality labels for your business.

Grow your business by accessing specialist business data remotely

GBL is a leading provider of specialist business data, offering a range of products and services to help you grow your business.

Prioritise your productivity

SWISH FUND is a leading provider of productivity solutions, offering a range of products and services to help you prioritise your productivity.

Flexible finance

SWISH FUND is a leading provider of flexible finance solutions, offering a range of products and services to help you access the finance you need.

Choose a phone system that can make you money!

SWISH FUND is a leading provider of phone system solutions, offering a range of products and services to help you choose a phone system that can make you money.

Doing business on a global scale? Protect your assets!

SWISH FUND is a leading provider of global business solutions, offering a range of products and services to help you protect your assets.

Struggling to manage your stock solo? Get your items in order

SWISH FUND is a leading provider of stock management solutions, offering a range of products and services to help you manage your stock.

Staying on top of your finances

SWISH FUND is a leading provider of financial solutions, offering a range of products and services to help you stay on top of your finances.

Staying on top of your taxes

SWISH FUND is a leading provider of tax solutions, offering a range of products and services to help you stay on top of your taxes.

Staying on top of your legal affairs

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Staying on top of your marketing

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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

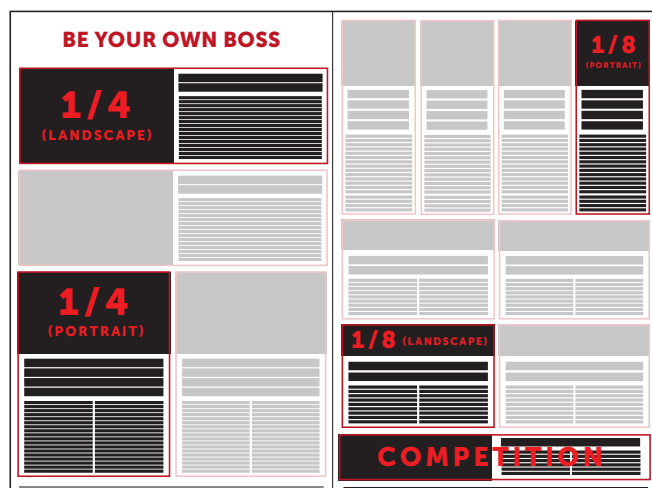
39%

agree they tend to go for premium brands

RATE CARD	DISTRIBUTION	DEMOGRAPHICS
<p>Third page £6,000</p> <p>Quarter page £4,500</p> <p>Sixth page £3,250</p> <p>Competition Partnership P.O.A. (Advertorial or Advert)</p>	<ul style="list-style-type: none"> 536,240 copies of <i>The Times</i> published on a Saturday 1,320,000 average print Saturday readership Distributed UK wide 	<p>SOCIAL DEMOGRAPHIC</p> <p>AB - 64%</p> <p>C1 - 25%</p> <p>C2 - 7%</p> <p>DE - 5%</p> <p>AGE</p> <p>15-35 27%</p> <p>35+ 73%</p> <p>GENDER</p> <p>M 55.7%</p> <p>F 44.3%</p>

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	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
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*
Prize	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. 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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VAT number: 161866882

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