

# Be Your Own Boss

## checklist

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(THIS IS NOT A THIRD-PARTY 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

ArchOver is a leading provider of business finance solutions, offering a range of products and services to help SMEs grow their businesses. With a focus on providing fast, flexible financing, ArchOver has helped thousands of businesses secure the capital they need to succeed.

#### Get your data protection sorted from the start

As a business owner, it's crucial to ensure your data is protected from the start. ArchOver offers a range of services to help you comply with data protection regulations, ensuring your business is secure and compliant.

#### Versatile professional label printing for labels with impact

OKI is a leading provider of professional label printing services, offering a range of products and services to help businesses create high-quality labels. With a focus on providing fast, flexible printing solutions, OKI has helped thousands of businesses create the labels they need to succeed.

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

KICK Wi-Fi is a leading provider of Wi-Fi services, offering a range of products and services to help businesses improve their Wi-Fi performance. With a focus on providing fast, flexible Wi-Fi solutions, KICK Wi-Fi has helped thousands of businesses improve their Wi-Fi performance.

#### Grow your business by accessing specialist business data remotely

GBL is a leading provider of specialist business data services, offering a range of products and services to help businesses access the data they need to grow their businesses. With a focus on providing fast, flexible data solutions, GBL has helped thousands of businesses access the data they need to succeed.

#### Prioritise your productivity

SWISH FUND is a leading provider of productivity services, offering a range of products and services to help businesses improve their productivity. With a focus on providing fast, flexible productivity solutions, SWISH FUND has helped thousands of businesses improve their productivity.

#### Flexible finance

SWISH FUND is a leading provider of flexible finance services, offering a range of products and services to help businesses access the finance they need to grow their businesses. With a focus on providing fast, flexible finance solutions, SWISH FUND has helped thousands of businesses access the finance they need to succeed.

#### Choose a phone system that can make you money!

SWISH FUND is a leading provider of phone system services, offering a range of products and services to help businesses choose the phone system that can make them money. With a focus on providing fast, flexible phone system solutions, SWISH FUND has helped thousands of businesses choose the phone system that can make them money.

#### Doing business on a global scale? Protect your assets!

SWISH FUND is a leading provider of global business services, offering a range of products and services to help businesses protect their assets. With a focus on providing fast, flexible global business solutions, SWISH FUND has helped thousands of businesses protect their assets.

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

SWISH FUND is a leading provider of stock management services, offering a range of products and services to help businesses manage their stock. With a focus on providing fast, flexible stock management solutions, SWISH FUND has helped thousands of businesses manage their stock.

#### Staying on top of your business

SWISH FUND is a leading provider of staying on top services, offering a range of products and services to help businesses stay on top of their business. With a focus on providing fast, flexible staying on top solutions, SWISH FUND has helped thousands of businesses stay on top of their business.

#### A stay at Stoke Park

SWISH FUND is a leading provider of stay at Stoke Park services, offering a range of products and services to help businesses stay at Stoke Park. With a focus on providing fast, flexible stay at Stoke Park solutions, SWISH FUND has helped thousands of businesses stay at Stoke Park.

# 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

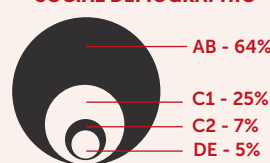
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

## 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

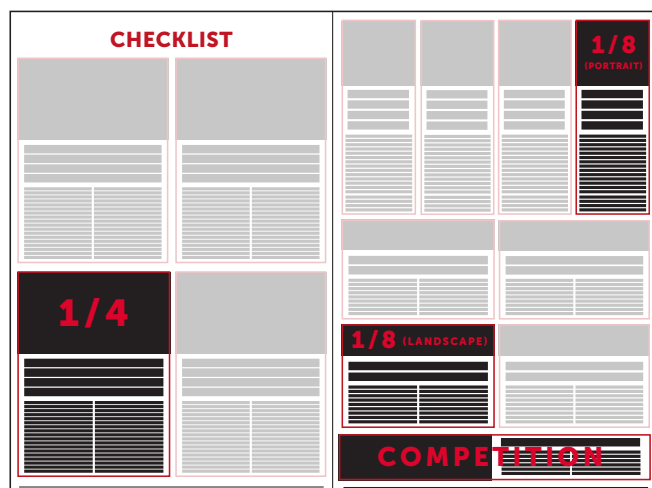


### GENDER



## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### 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 images + logo

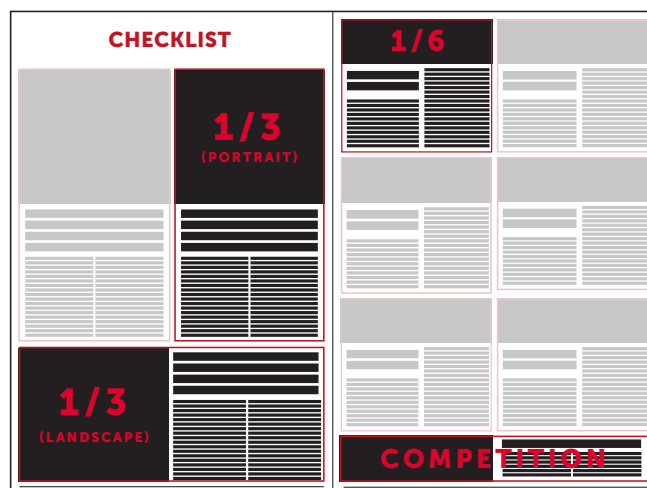
### EIGHTH PAGE

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 image + logo

## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### 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>	2-3 images + logo

### 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 image + logo

### 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>	2 images + logo
<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.

### FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk). Larger files can be sent 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, theme 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.

\* 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.

### CONTACT DETAILS

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# HURST MEDIA

The UK's trusted media partner