# Careers, Training and Personal Development checklist 12

Klist V



# PUBLISHED WITH THE TIMES SATURDAY 4 JANUARY 2020

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

### Careers, Training & Personal Development

Checklist is a full-colour, tabloid sized doublepage spread of advertorial content published in the Weekend section of *The Times*.

With a definitive ranking of the highest-achieving 2,000 schools in *The Sunday Times Schools Guide, The Times* is renowned for its expert commentary on education. Careers, Training & Personal Development Checklist will serve as an essential guide for adults looking to increase their career prospects and professional skills.

It will showcase a high-quality selection of education and career services, including recruitment agencies, personal development courses, career advice, apprenticeships, employment training and online courses, as well as evening classes and distance learning.

### Published at the start of the year, Careers, Training & Personal Development Checklist

is the perfect shop window for brands and organisations to benefit from a time when life-changing decisions are made, and an affluent, educated audience.

# PARTICULARLY CONSIDERING

- The Times boasts 1.16 million readers with a circulation of 405.558
- The Times readers are 25% more likely to mention ads when they talk about brands
- 64% of readers are AB social group
- The Times readers have a mean family income of £55,885
- 140,000 The Times readers are currently employed in the education industry
- The Times readers are twice as likely to have a university degree or doctorate



1.3m
Saturday print readership of The Times

believe it is worth paying extra for quality products

34% are likely to take action after

seeing adverts in this section

39%

agree they tend to go for premium brands

# RATE CARD

Third page £6,000

Quarter page £4,500

Sixth page £3,250

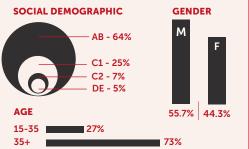
Competition
Partnership
(Advertorial or Advert)

P.O.A.

# DISTRIBUTION

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

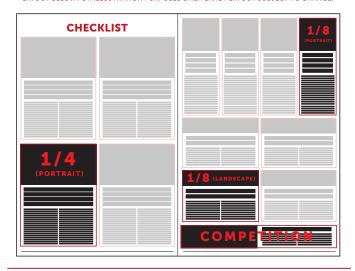
# **DEMOGRAPHICS**



\*All facts and figures from News UK, ABC or PAMCo

# 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

Headline Written in-house Headline Written in-house 200-250 words 60-90 words Main body Main body сору сору Website, phone number Contact Website, phone number Contact 1-2 high resolution 1 high resolution image<sup>3</sup> Images Images images

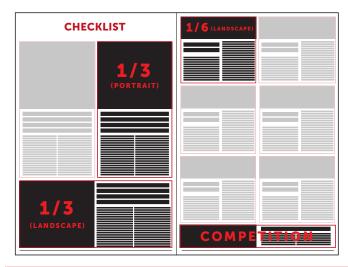
**EIGHTH PAGE** 

Portrait: 64 x 136.6 mm

Landscape: 132 x 66.25 mm

### 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

| Headline          | Written in-house            | Headline          | Written in-house                     |
|-------------------|-----------------------------|-------------------|--------------------------------------|
| Main body<br>copy | 200-300 words               | Main body<br>copy | 120-150 words                        |
| Contact           | Website, phone number       | Contact           | Website, phone number                |
| Images            | 1-3 high resolution images* | Images            | 1 high resolution image <sup>3</sup> |

### COMPETITION: 268 x 42.5 mm

 Headline
 Written in-house
 Main body copy
 50-70 words

Prize Prize and value

Contact

Website, phone number

Images

SIXTH PAGE

Landscape: 132 x 89.7 mm

1-3 high resolution images\*

# **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 *wetransfer.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**

Hurst Media Company United House N7 9DP Tel: 020 3478 6017

hurstmediacompany.co.uk Company number: 08357910 VAT number: 161866882

# MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018 sales@hurstmediacompany.co.uk

### PRODUCTION DEPT.

Tel: 0203 478 6016 production@hurstmediacompany.co.uk

