

# Careers, Training and Personal Development *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)

## Careers, Training & Personal Development

**Checklist** is a full-colour, tabloid sized double-page 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

### London calling: women in tech unite!

UNIQUE RESEARCHER...  
The Women in Tech...  
The Women in Tech...  
The Women in Tech...

### Surprisingly simple health insurance for business

ADVERTISING...  
The Health Insurance...  
The Health Insurance...  
The Health Insurance...

### HR - hire and develop NOT hire and fire

ADVERTISING...  
The HR...  
The HR...  
The HR...

### Join our network and accelerate your coaching business

ADVERTISING...  
The Coaching Business...  
The Coaching Business...  
The Coaching Business...

### City of London Corporation apprenticeships: a world of career opportunities

ADVERTISING...  
The City of London Corporation...  
The City of London Corporation...  
The City of London Corporation...

### Turn a course into a career at ACM

ADVERTISING...  
The ACM...  
The ACM...  
The ACM...

### Find franchise opportunities

ADVERTISING...  
The Franchise Opportunities...  
The Franchise Opportunities...  
The Franchise Opportunities...

### Microsoft Office Home and Student 2019: the future is here!

ADVERTISING...  
The Microsoft Office...  
The Microsoft Office...  
The Microsoft Office...

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

ADVERTISING...  
The Stock Management...  
The Stock Management...  
The Stock Management...

### The guide to bluffing your way through

ADVERTISING...  
The Bluffing Guide...  
The Bluffing Guide...  
The Bluffing Guide...

**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

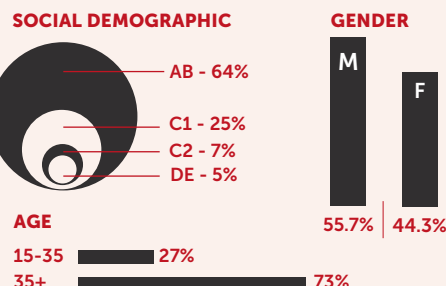
## RATE CARD

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

## DISTRIBUTION

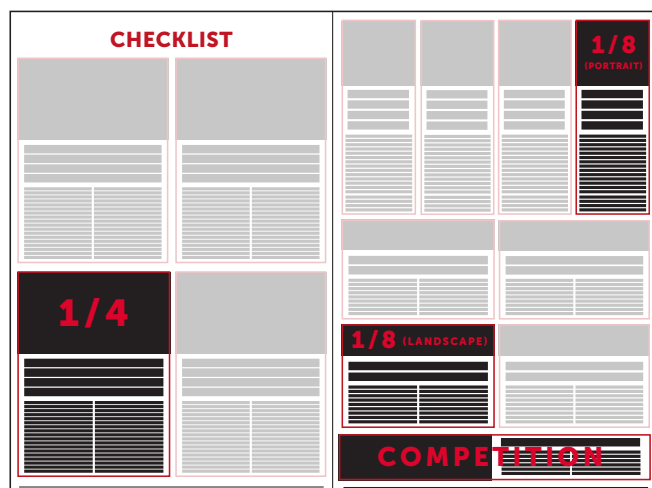
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

## DEMOGRAPHICS



## 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

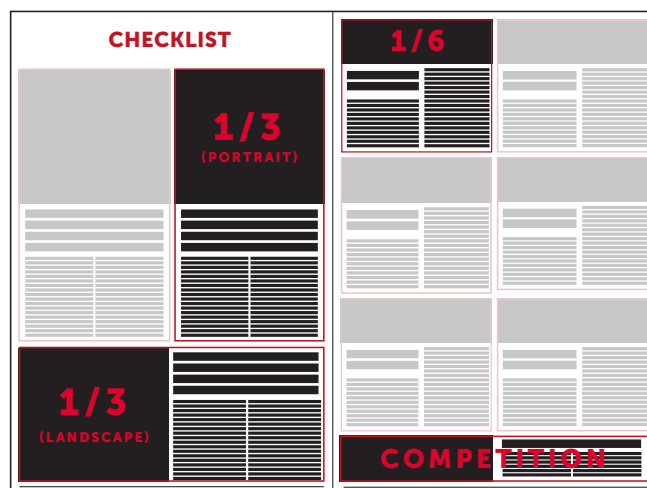
### EIGHTH PAGE

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

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017  
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### PRODUCTION DEPT.

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[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



# HURST MEDIA

The UK's trusted media partner