CHRISTMAS





PUBLISHED WITH THE TIMES SATURDAY 30 NOVEMBER 2019

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

The Christmas Checklist is a full-colour tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

With 109,000 Times readers admitting to spending between £200 and £350 on Christmas presents, the Christmas Checklist will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

As 164,000 readers confess to buying presents for up to ten people, the Christmas Checklist, published at a time when 138,000 Times readers begin their Christmas present planning, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season

PARTICULARLY CONSIDERING

- Readers of *The Times* readers are 25% more likely to mention ads when they talk about brands
- The Times is read for an average of 76 minutes on a Saturday
- Times readers have a mean family income of £55.885
- 64% of Times readers are AB social group



Saturday print readership of The Times

believe it is worth paying extra for quality

products

are likely to take action after seeing adverts in this section

agree they tend to go for premium brands

RATE CARD

Third page £6,000

Quarter page £4,500

P.O.A.

Sixth page £3,250

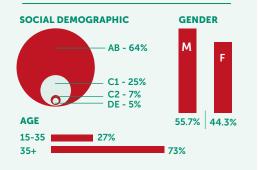
Competition Partnership

(Advertorial or Advert)

DISTRIBUTION

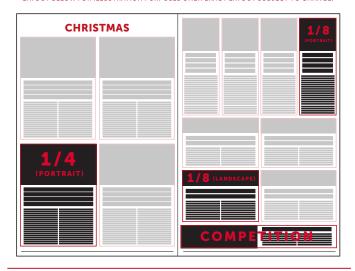
- 536,240 copies of The Times are published on a Saturday
- 1,320,000 average print Saturday readership
- **Distributed UK wide**

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

сору

Contact

Images

Headline Written in-house Headline Written in-house 200-250 words 70-100 words Main body Main body сору Website, phone number Contact Website, phone number 1-2 images + logo Images 1 image + logo

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 copy	200-300 words	Main body copy	120-150 words
Contact	Website, phone number	Contact	Website, phone number
Images	2-3 images + logo	Images	1 image + logo

SIXTH PAGE

Landscape: 132 x 89.7 mm

2 images + logo

COMPETITION: 268 x 42.5 mm

Headline Written in-house Main body copy 50-70 words Contact Website, phone number 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.

FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via wetransfer.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.

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

MEDIA SALES

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PRODUCTION DEPT.

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

