

Financial Services

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)



The **Financial Services Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of *The Times* on Saturday.

As 64% of *Times* readers are AB social group and more than twice as likely to be interested in personal finance and investment topics, the **Financial Services Checklist** will serve as the essential guide for these wealthy professionals, providing the latest advice for how they can get the most out of their money.

It showcases a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, as well as pensions, retirement and banking options.

5.1 finance-related conversations are had among *Times* readers every week, which is why the **Financial Services Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, suggestible to new products and services.

PARTICULARLY CONSIDERING

- The Saturday edition of *The Times* boasts 1.3 million readers per issue
- *The Times* is read for an average of 76 minutes on a Saturday
- *Times* readers have a mean family income of £55,885
- *The Times* is the UK's No.1 daily print title for reaching the UK's business influencers

Financial Services checklist

Get the most from your money with our selection of the best financial services, including property, legal, lending, investment and pension options

The rise of pension complaints – are you owed money?

Many pensioners are unaware of their rights and the potential for pension fraud. This checklist provides essential information on how to protect your pension and what to do if you suspect a complaint.

Pick the best finance provider with our help

With so many financial products available, choosing the right one can be overwhelming. Our experts provide a comprehensive guide to help you make the best choice for your needs.

Is a lack of cash holding back your business?

For many businesses, a lack of cash flow is a major obstacle. This section offers practical advice on how to manage your cash flow and secure the funding your business needs.

How easyMoney can help solve the savings crisis

easyMoney offers innovative solutions for saving and investing, helping you grow your wealth with ease and security.

Working Capital Partners

Working Capital Partners provides expert advice on business finance, helping you navigate the complexities of capital management.

Take advantage of your annual tax-free allowance in 2019

Maximise your tax efficiency by utilising your annual allowance. Our experts provide a detailed breakdown of the rules and how to make the most of them.

Family-friendly finance built on generations of trust

ArchOver offers family-friendly financial services, ensuring your wealth is protected and passed on to future generations.

Mini bond investments – a risky business?

Mini bonds are a popular investment option, but they come with risks. This section explores the pros and cons to help you decide if they're right for you.

Real interest rates on loans give you the full picture

Understanding the real interest rate on your loan is crucial for making informed decisions. This guide explains how to calculate and interpret these rates.

A lease share of a racehorse

For racing enthusiasts, a lease share offers a unique way to own a share of a top racehorse without the full commitment of ownership.

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

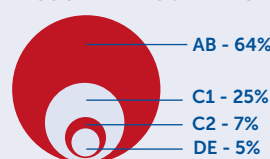
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

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

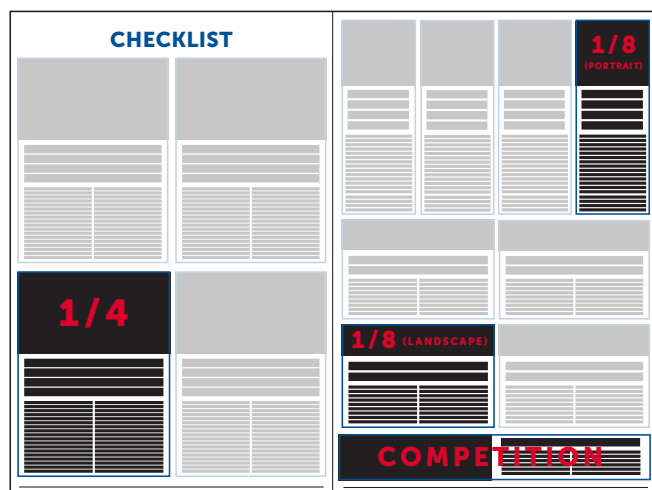


GENDER



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

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

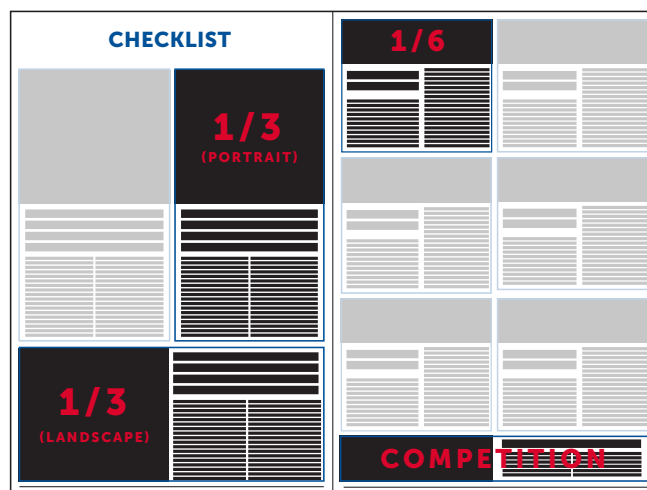
EIGHTH PAGE

Landscape: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

Headline	Written in-house
Main body copy	70-100 words
Contact	Website, phone number
Images	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

Headline	Written in-house
Main body copy	200-300 words
Contact	Website, phone number
Images	2-3 images + logo

SIXTH PAGE

Landscape: 132 x 89.7 mm

Headline	Written in-house
Main body copy	120-150 words
Contact	Website, phone number
Images	1 image + logo

COMPETITION: 268 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	2 images + logo
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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 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.

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HURST MEDIA

The UK's trusted media partner