

Food & Drink

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 **Food & Drink Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

The Times has always been a trusted source of eatery inspiration for foodies with a keen eye for alternative cuisine and culinary trends. The **Food & Drink Checklist** will serve as an essential guide for readers to transform the way they eat in and dine out.

It showcases a high-quality selection of products, services and experiences to benefit the food savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and seasonal dining options.

Published on a Saturday, the **Food & Drink Checklist** is the perfect shop window for brands and organisations to benefit from an engaged, affluent audience who are accustomed to expert food and drink commentary from award-winning journalists.

PARTICULARLY CONSIDERING

- When talking about brands, *The Times* readers are 25% more likely to mention ads
- 34% of *The Times* readers are more likely to purchase organic groceries than the national average
- On average £84.87 a week is spent on groceries by *The Times* readers, which is over £6 higher than the national average
- The Times* readers have 24 conversations about Food & Drink daily



Food & Drink checklist

To officiatum ipsum voluptatum. Tunc et atis animam et fugit, conquisque rem ut anull reestibusan lab inveniit praeat.

Love berries? Love the bees? Then we bee-long together

Supplies featured at The Food & Drink Checklist include a range of organic products, from honey to beeswax candles, all sourced from local producers. The range is available in the Food & Drink Checklist section of the Saturday edition of The Times.

Rice without rules

There's nothing more versatile than rice. It's a staple of many cuisines and can be used in a variety of ways. From a simple bowl of rice to a complex dish, rice is a versatile ingredient that can be used in a variety of ways.

Experience making your own gin with Slingsby

Slingsby is a leading producer of artisanal gins. They offer a range of gins, from classic to experimental, and a variety of flavours. They also offer a gin-making experience, where you can learn how to make your own gin.

The London-based company cleaning up the coffee industry

PERCOL is a London-based company that specialises in cleaning up the coffee industry. They offer a range of services, from coffee machine cleaning to coffee waste disposal.

Bright days for British beer with Truman's

Truman's is a leading producer of British beer. They offer a range of beers, from classic to experimental, and a variety of flavours. They also offer a beer-making experience, where you can learn how to make your own beer.

Spice up your next party or event

Spice up your next party or event with a range of gourmet products. From gourmet snacks to gourmet drinks, there's something for everyone.

Melt-in-the-mouth dairy free ice cream

SPICE is a leading producer of dairy-free ice cream. They offer a range of flavours, from classic to experimental, and a variety of textures.

Transform your office lunches

sistema is a leading producer of office lunches. They offer a range of lunches, from classic to experimental, and a variety of flavours.

A luxury food & drink experience for you and your friends

WIN is a leading producer of luxury food and drink experiences. They offer a range of experiences, from gourmet dinners to gourmet drinks.

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

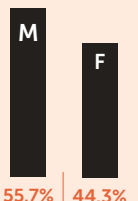
SOCIAL DEMOGRAPHIC



AGE



GENDER



1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 268 x 66.25 mm
Portrait: 132 x 136.6 mm

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

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 high resolution image*

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	1-3 high resolution images*

SIXTH PAGE

Landscape: 132 x 89.7 mm
Portrait: 183.6 x 64 mm

Headline	Written in-house
Main body copy	120-150 words
Contact	Website, phone number
Images	1 high resolution image*

COMPETITION: 268 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	1-3 high resolution images*
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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

* 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 wettransfer.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

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