

Franchise checklist



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

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

The Times is the UK's number 1 daily print title for reaching the UK's business professionals and reaches over 50% more decision makers than the *Financial Times* or the *Daily Telegraph*. Therefore, the **Franchise Checklist** will serve as an essential guide for these wealthy professionals for the latest advice on how to launch or better a successful franchise.

It showcases a high-quality selection of products and services for an aspiring or already established franchisee - ranging from new franchise opportunities, recruitment agencies, banking options, lettings & real estate, transport & logistics, admin & facilities and I.T. & Telephony.

Published on a Saturday, the **Franchise Checklist** is the perfect shop window for brands and organisations looking to benefit from a wealthy and influential readership, who, when presented with accurate, reliable information, are highly suggestible to new business ventures, ideas and opportunities.

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
- 64% of *Times* readers are AB social group
- *The Times* is the UK's number 1 daily print title for reaching the UK's business professionals

Franchise checklist

Are you running a franchise or thinking about buying one? It's a great way to run a business, with help, ideas and experience. Here's a selection of franchises and related services to provide your interest.

Fix your van costs: we'll fix the rest

FIX YOUR VAN COSTS is a professional service that will help you to reduce your van running costs. We will provide you with a detailed report of your van's running costs and help you to identify areas where you can save money. This service is available to all van owners and is a great way to reduce your van running costs.

Property industry franchising at its best

PROPERTY INDUSTRY FRANCHISING is a great way to grow your business. We will provide you with a detailed report of your property industry franchise and help you to identify areas where you can save money. This service is available to all property industry franchisees and is a great way to reduce your property industry franchise costs.

Exciting Multi-Unit investment opportunities available in the UK, Europe and worldwide

BOCONCEPT is a multi-unit investment opportunity that is available in the UK, Europe and worldwide. We will provide you with a detailed report of your BoConcept investment opportunity and help you to identify areas where you can save money. This service is available to all BoConcept investors and is a great way to reduce your BoConcept investment costs.

Escape corporate accounting

ESCAPE CORPORATE ACCOUNTING is a great way to escape the stress of corporate accounting. We will provide you with a detailed report of your corporate accounting and help you to identify areas where you can save money. This service is available to all corporate accountants and is a great way to reduce your corporate accounting costs.

Simply Takeout: a franchise in a £30bn+ UK marketplace!

SIMPLY TAKEOUT is a franchise in a £30bn+ UK marketplace. We will provide you with a detailed report of your Simply Takeout franchise and help you to identify areas where you can save money. This service is available to all Simply Takeout franchisees and is a great way to reduce your Simply Takeout franchise costs.

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

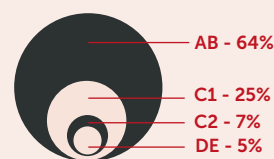
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

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

DEMOGRAPHICS

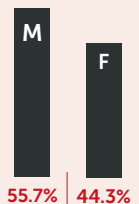
SOCIAL DEMOGRAPHIC



AGE

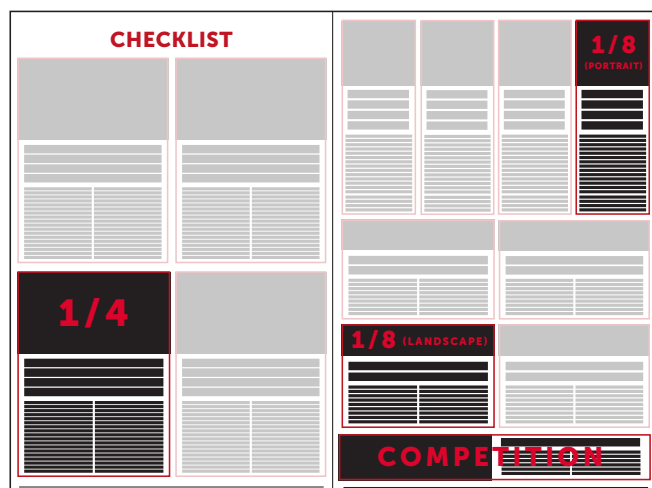


GENDER



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

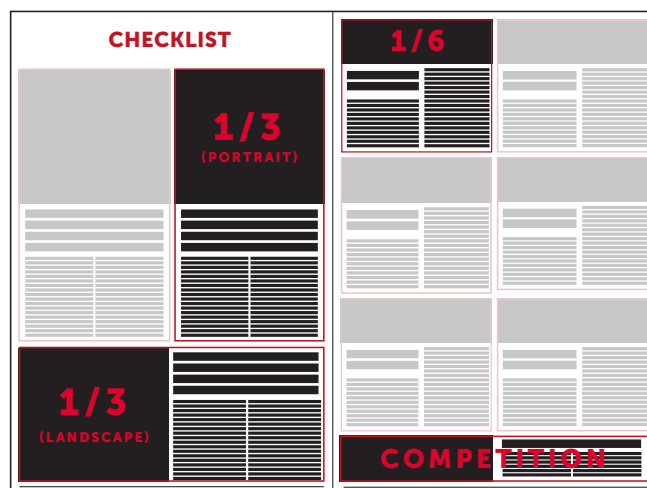
EIGHTH PAGE

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
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 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

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HURST MEDIA

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