

GADGETS AND TECH

checklist 



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)

Gadgets and Tech Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the *Weekend* section of *The Times*.

The Times readers are extremely tech-savvy, with 56% who agree they like to keep up with developments in technology. With an average household income of £55,885, this wealthy readership believes it is worth paying extra for quality products and services. Gadgets and Tech Checklist will therefore serve as an essential guide for these readers to discover how to live an easier life with the latest tech trends and devices.

It showcases a high-quality selection of products to benefit these readers, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Gadgets and Tech Checklist is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable information, are highly suggestible to purchasing new products and services.

PARTICULARLY CONSIDERING

- 26% of *Times* readers agree they love to buy new gadgets and appliances
- 55% of *Times* readers like to have technology that makes life easier at home
- *The Times* is read for an average of 76 minutes on a Saturday

GADGETS AND TECH

To officinar ipsam voluptatem. Uscit ex atis autismet et fugit, constrictum rem ut audit vestibulum labi invello placet.

Explore, conquer and play in virtual reality at Zero Latency

FASTER THAN EVER - Immerse yourself in a virtual world with Zero Latency. Experience the thrill of virtual reality with a team of up to 8 players. No cables, no PC, just pure immersion. Book now for your next team-building event or birthday party.

A waterproof television for outdoor use

NEW FROM EASY EASY - The perfect TV for your garden. Waterproof, weatherproof, and with a built-in stand. Available in 40" and 55" sizes. Perfect for outdoor viewing.

Yamaha: Ahead of the curve for 130 years

ADVANCED ACoustics - Yamaha's new range of speakers. From compact bookshelf speakers to large floor-standing models. All with the same exceptional sound quality. Visit yamaha.co.uk for more.

Power your home from the sun, at night

NEW CAMERA WORTHY OF THE GODS - Olympus's new range of cameras. From compact point-and-shoots to professional DSLRs. All with the same exceptional image quality. Visit olympus.co.uk for more.

Retro gaming to a modern standard

NEW FROM EASY EASY - The perfect retro gaming console. With built-in Wi-Fi and a modern design. Available in 40" and 55" sizes. Perfect for retro gaming.

Join the quiet revolution - cut down your carbon footprint and make travel a joy

PURE SCOOTERS - The perfect eco-friendly mode of transport. From compact foldable scooters to large adult scooters. All with the same exceptional performance. Visit pure-scooters.co.uk for more.

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

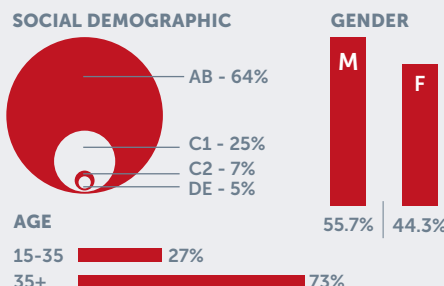
RATE CARD

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

DISTRIBUTION

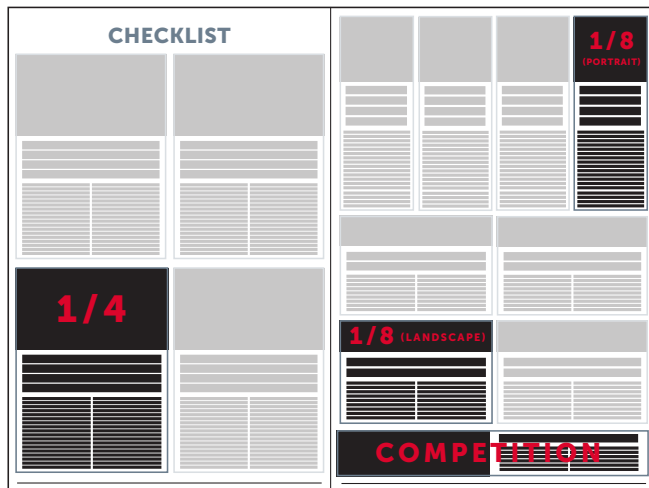
- 536,240 copies of *The Times* are published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

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

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

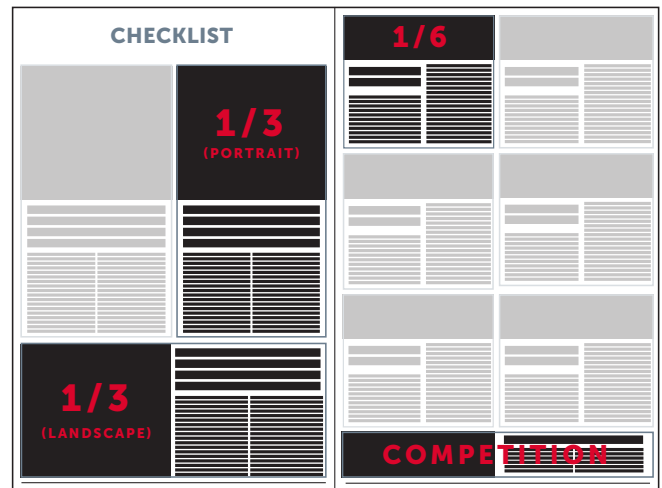
EIGHTH PAGE

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

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

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



HURST MEDIA

The UK's trusted media partner