

Health and Wellbeing 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)

Health & Wellbeing Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday *Times*.

The *Times* boasts a mature readership, with 73% of its readers over the age of 35. **Health & Wellbeing Checklist** will therefore serve as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier lifestyle.

It showcases a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homeware and mobility options.

Published in the Saturday edition of *The Times*, **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 64% of readers are AB social group
- 30% of *The Times* readers are over the age of 65
- *The Times* is read for an average of 76 minutes on a Saturday
- 63,000 *Times* readers are eating more healthy food than they have ever done in the past

Health and Wellbeing checklist

Your body is precious and it pays to look after yourself. Here are a variety of ideas to be – and stay – healthy

Strengthen your pelvic floor – using digital technology!

KEGEL8 is a revolutionary digital pelvic floor training device. It's the only one of its kind, designed to help you strengthen your pelvic floor muscles using digital technology. It's easy to use, discreet, and effective. **KEGEL8** is available from www.kegel8.co.uk

Guaranteed relief for extremely dry, cracked skin

108 HARLEY STREET is a specialist clinic for skin conditions. They offer a range of treatments for extremely dry, cracked skin, including laser therapy and chemical peels. **108 HARLEY STREET** is located at 108 Harley Street, London W1G 2PL. www.108harleystreet.co.uk

Early detection and annual breast check-ups help diagnose breast cancer early!

AXMINSTER MEDICAL is a specialist clinic for breast health. They offer a range of services, including early detection and annual breast check-ups. **AXMINSTER MEDICAL** is located at 108 Harley Street, London W1G 2PL. www.axminstermedical.co.uk

Knee pain sufferers unite in new group

FOA KNEEPAIN is a new group for knee pain sufferers. They offer a range of services, including advice and support. **FOA KNEEPAIN** is located at 108 Harley Street, London W1G 2PL. www.foakneepain.co.uk

The Slender way to help you lose weight

ADRIAN TAYLOR is a specialist clinic for weight loss. They offer a range of services, including advice and support. **ADRIAN TAYLOR** is located at 108 Harley Street, London W1G 2PL. www.adriantaylor.co.uk

Natural, ethical products for the body

FAITH – NATURE is a brand of natural, ethical products for the body. They offer a range of products, including skincare and haircare. **FAITH – NATURE** is available from www.faiht-nature.co.uk

Vegan – and without compromise on taste

GO FIGURE is a brand of vegan products. They offer a range of products, including food and drink. **GO FIGURE** is available from www.gofigure.co.uk

High-quality contact lenses at affordable prices delivered straight to your door

VISIONDIRECT is a brand of high-quality contact lenses. They offer a range of lenses, including daily disposables and monthly lenses. **VISIONDIRECT** is available from www.visiondirect.co.uk

If you find your willpower to be lacking, why not give science a go?

GO FIGURE is a brand of products that help you lose weight. They offer a range of products, including food and drink. **GO FIGURE** is available from www.gofigure.co.uk

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

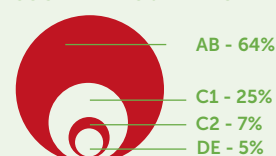
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

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

DEMOGRAPHICS

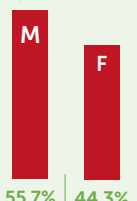
SOCIAL DEMOGRAPHIC



AGE

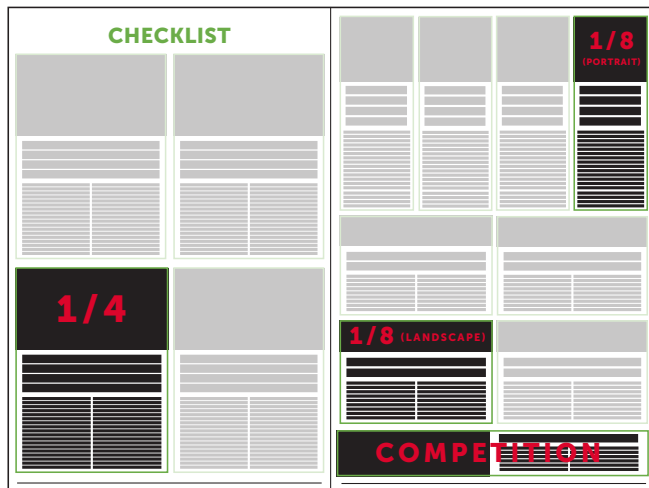


GENDER



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

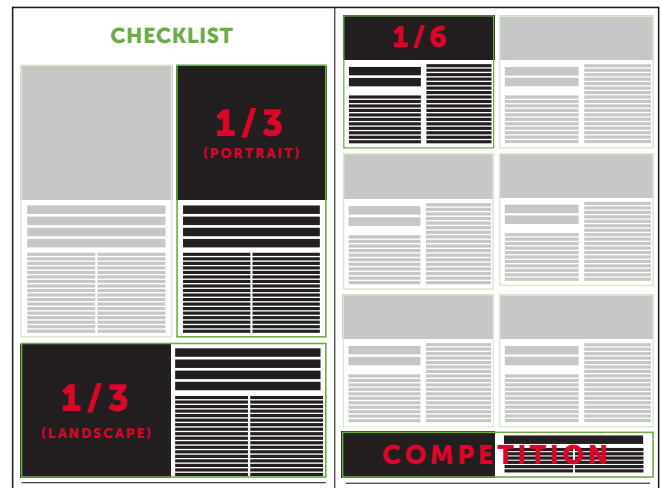
EIGHTH PAGE

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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