

# Legal 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 **Legal Checklist** is a full-colour double-page spread of advertorial content published in the weekend section of *The Times* on a Saturday.

With a daily readership of over one million people, of which 67% are in the AB social-economic profile, *The Times* boasts an audience of wealthy people. As discerning, professional and wealthy readers well aware of their obligations to themselves, their businesses and their families, *The Times'* readership often has need for legal services concerning their property, professional or personal circumstances – a need for legal services surrounding conveyancing, commerce, will writing and probate, inheritance tax, trusts, pensions, motoring and dispute resolution all form part of life for readers keen to safeguard and protect their personal and family interests.

The **Legal Checklist** serves as an essential guide to legal firms for *Times'* readers, providing the latest advice and helping them to select from a choice of professional, service-driven firms that suit their needs. It's the perfect shop window for legal firms seeking to gain new business for the long term.

## PARTICULARLY CONSIDERING

- *The Times* readers are 25% more likely to mention ads when they talk about brands
- *Times* readers have a mean family income of £55,885
- *Times* readers are 28% more likely to buy or sell their property in the next 12 months
- *The Times* is read for an average of 76 minutes on a Saturday
- *Times* readers are more than twice as likely to be interested in personal finance and investment topics.

### Complex family matters? Specialist legal advice

**LEGAL ADVISOR** 

10 years of experience in complex family matters, including divorce, child custody, and inheritance. Specialist advice for all your legal needs.

**CREIGHTON & PARTNERS**  
SOLICITORS & CONVEYANCERS  
0203 0000 0000

### Solicitor? Check. Removals? Check. Stamp Duty Land Tax? Er...

**LEGAL ADVISOR** 

Expert advice on Stamp Duty Land Tax (SDLT) and removals. Avoid costly mistakes and ensure your move is smooth.

**CORNERSSTONE**  
0203 0000 0000

### Assessor or adjuster: what's the difference?

**LEGAL ADVISOR** 

Clarify the difference between an assessor and an adjuster. Get the best value for your claim.

**OAKLEIGH**  
0203 0000 0000

### Have you been poorly advised?

**LEGAL ADVISOR** 

Were you poorly advised by a previous solicitor? We can help you challenge their advice.

**0203 0000 0000**

### City lawyers are taking charge of their careers the easy way

**LEGAL ADVISOR** 

Join a city law firm and take control of your career. We offer flexible working and excellent benefits.

**KEYSTONE LAW**  
0203 0000 0000

### Resolve your marital and family disputes

**LEGAL ADVISOR** 

Expert mediation and dispute resolution services for marital and family issues.

**ASHWORTH MEDIATING LAW**  
0203 0000 0000

### Need legal help with your franchise?

**LEGAL ADVISOR** 

Specialist legal advice for franchisees. Protect your investment and ensure compliance.

**FITCHESON THOMAS**  
0203 0000 0000

### Imagine lawyers that look after your interests

**LEGAL ADVISOR** 

Personalised legal services that truly look after your interests. No one-size-fits-all approach.

**0203 0000 0000**

**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

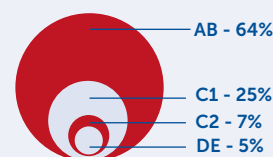
Third page	<b>£6,000</b>
Quarter page	<b>£4,500</b>
Sixth page	<b>£3,250</b>
Competition Partnership (Advertorial or Advert)	<b>P.O.A.</b>

## DISTRIBUTION

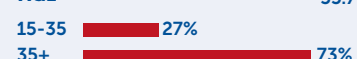
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### AGE

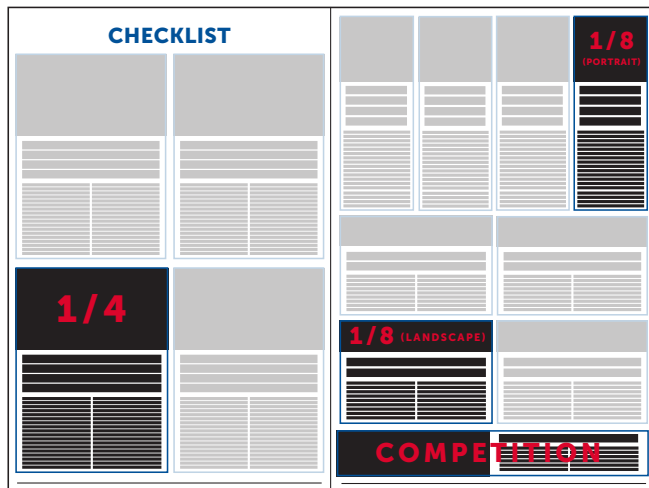


### GENDER



## 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

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

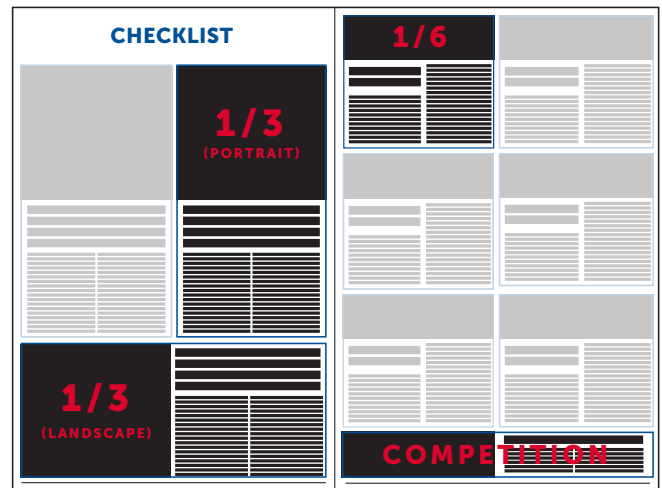
### EIGHTH PAGE

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

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

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

### SIXTH PAGE

Landscape: 132 x 89.7 mm

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

### COMPETITION: 268 x 42.5 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words	<b>Contact</b>	Website, phone number	<b>Images</b>	2 images + logo
<b>Prize</b>	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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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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Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
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[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



# HURST MEDIA

The UK's trusted media partner