

Legal 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 **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 ADVISORY **LEGAL ADVISORY**

Complex family matters, such as divorce, separation, inheritance, trusts, pensions, and probate, often require specialist legal advice. Our experts provide clear, practical guidance on all aspects of family law, ensuring you understand your rights and options.

LEGAL ADVISORY **LEGAL ADVISORY**

For more information, visit [www.legaladvisory.co.uk](#)

Solicitor? Check. Removers? Check. Stamp Duty Land Tax? Er...

LEGAL ADVISORY **LEGAL ADVISORY**

When buying or selling property, it's essential to understand the implications of Stamp Duty Land Tax (SDLT). Our experts provide clear, practical guidance on all aspects of SDLT, ensuring you understand your rights and options.

LEGAL ADVISORY **LEGAL ADVISORY**

For more information, visit [www.legaladvisory.co.uk](#)

City lawyers are taking charge of their careers the easy way

KEYSTONE LAW

City lawyers are taking charge of their careers the easy way. Our experts provide clear, practical guidance on all aspects of city law, ensuring you understand your rights and options.

KEYSTONE LAW

For more information, visit [www.keystonelaw.co.uk](#)

Resolve your marital and family disputes

ASHWORTH MOTERING LAW

Resolve your marital and family disputes. Our experts provide clear, practical guidance on all aspects of family law, ensuring you understand your rights and options.

ASHWORTH MOTERING LAW

For more information, visit [www.ashworthmoteringlaw.co.uk](#)

Assessor or adjuster: what's the difference?

OAKLEIGH

Assessor or adjuster: what's the difference? Our experts provide clear, practical guidance on all aspects of law, ensuring you understand your rights and options.

OAKLEIGH

For more information, visit [www.oakleigh.co.uk](#)

Have you been poorly advised?

CORNERSONE

Have you been poorly advised? Our experts provide clear, practical guidance on all aspects of law, ensuring you understand your rights and options.

CORNERSONE

For more information, visit [www.cornersone.co.uk](#)

Need legal help with your franchise?

FITCHESON THOMAS

Need legal help with your franchise? Our experts provide clear, practical guidance on all aspects of law, ensuring you understand your rights and options.

FITCHESON THOMAS

For more information, visit [www.fitchesonthomas.co.uk](#)

Imagine lawyers that look after your interests

SUPREMACY STRATEGIES

Imagine lawyers that look after your interests. Our experts provide clear, practical guidance on all aspects of law, ensuring you understand your rights and options.

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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

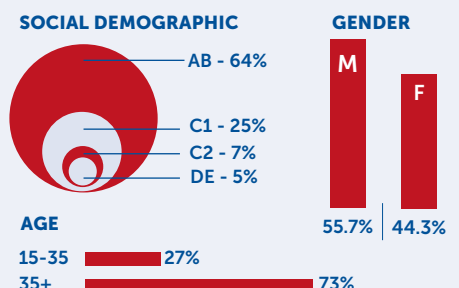
RATE CARD

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

DISTRIBUTION

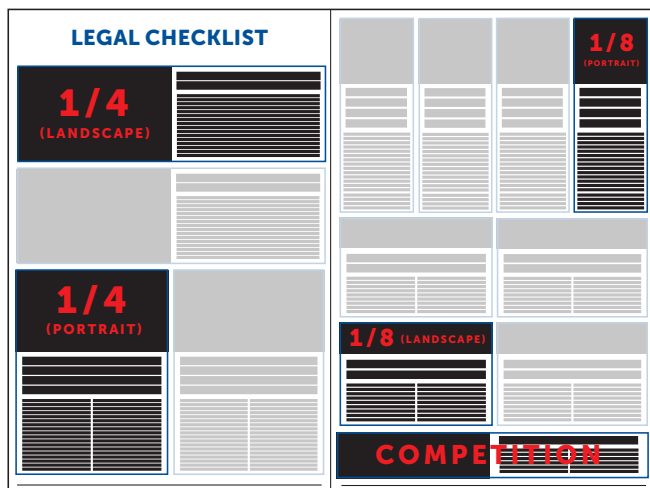
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 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*

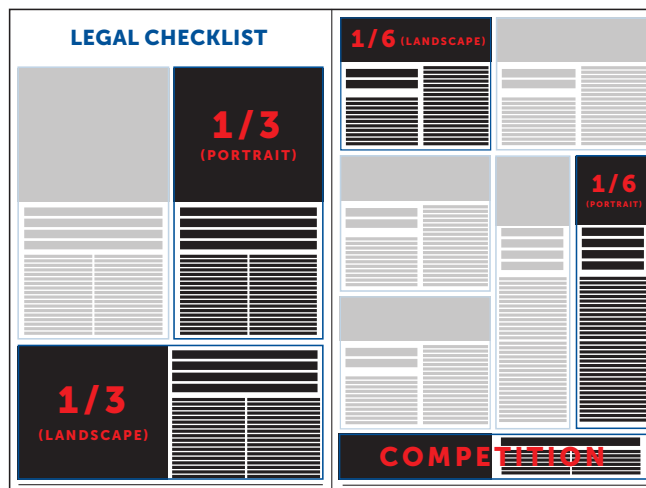
EIGHTH PAGE

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

Headline	Written in-house
Main body copy	60-90 words
Contact	Website, phone number
Images	1 high resolution image*

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	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 41.35 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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