

New Year's Resolutions

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)

New Year's Resolutions 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. New Year's Resolutions Checklist will therefore serve as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier, happier lifestyle for 2020.

It showcases a selection of high-quality products and services, ranging from specialist food supplements, alternative therapies, diet and fitness advice, new adventures and hobbies, as well as ways to save money and break bad habits.

Published in the Saturday edition of The Times, New Year's Resolutions 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

- The Times is read for an average of 76 minutes on a Saturday
- The Times readers are 25% more likely to mention ads when they talk about brands
- 63,000 Times readers are eating more healthy food than they have in the past
- Times readers have a mean family income of £55,885

New Year's Resolutions checklist

New Year means it's time to make better choices – whether those include getting healthier, being more organised or trying something new. Here are some ideas for you...

Buy or sell unwanted gift cards and make your money go further

cardyard

UK's top gift card exchange

Improve your smile this year

elieven

Deal with debt in the New Year

National Debt Expert

Like MyFitnessPal? Then you'll love the UK's health and fitness app of the year

MyFitnessPal

The all-new CBD-infused skincare range

AVOCY

Award-winning learning online

MY LEARNING GURU

Two night spa break for two people Worth £500!

Flippers

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

- 405,558 copies of The Times published per issue
- 1,161,000 average print readership
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

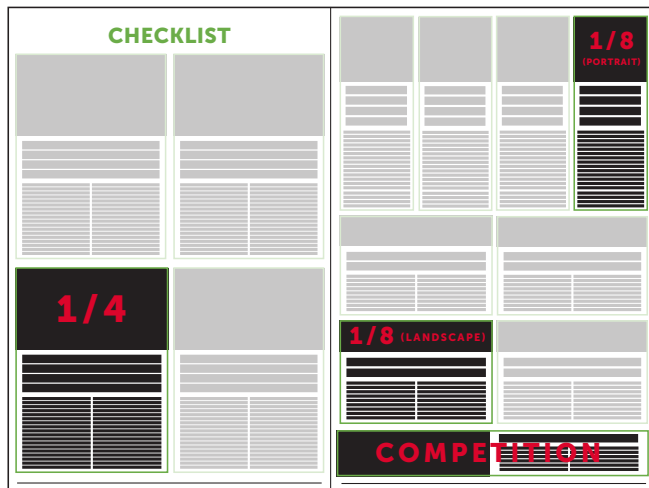


GENDER



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

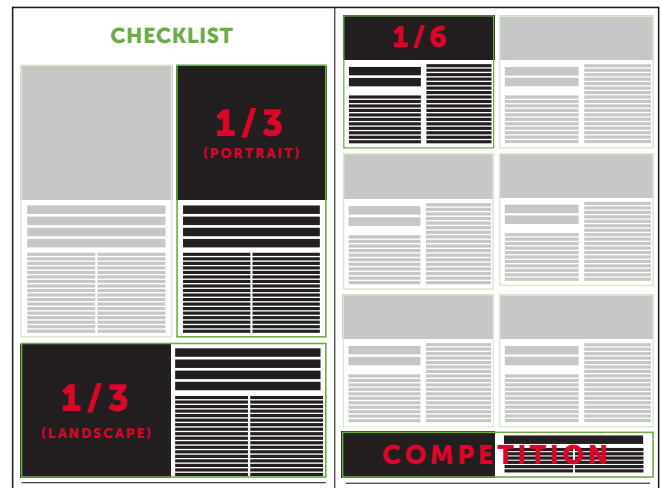
EIGHTH PAGE

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
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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.

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.

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HURST MEDIA

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