

Pets & Animals

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 **Pets & Animals Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

The Times readers have an average family income of £55,885. This wealthy readership believes it is worth paying extra for quality products and services. The **Pets & Animals Checklist** serves as an essential guide for animal lovers looking to make the best choices available for their pets.

The **Pets & Animals Checklist** showcases a high-quality selection of products and services for pets and their owners, ranging from food options, veterinary care, training classes, grooming equipment and services, charities, insurance, equine pursuits, exotic/tropical animals, pet-friendly hotels/restaurants and toys and accessories.

Published on a Saturday, the **Pets & Animals Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience who are looking for ways to keep their animals healthy and happy.

PARTICULARLY CONSIDERING

- When talking about brands, *The Times* readers are 25% more likely to mention ads
- The Times* is read for an average of 76 minutes on a Saturday
- 45,000 *Times* readers own a pet
- 64% of *Times* readers are AB social group

Pets & Animals checklist

ADVERTISEMENT

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Leave your pet looking, feeling and smelling wonderful

AS HOLLYFELT TOTTENHAM is a complete pet care and grooming service, we are the perfect place for your pet to look and feel their best. Our experienced groomers will take care of everything from a simple trim to a full spa treatment, ensuring your pet is clean, healthy and happy.

WIFI Pet Cam: Monitor and interact with pets remotely

With the **WIFI Pet Cam**, you can monitor your pet from anywhere, anytime. The camera is easy to install and provides a clear view of your pet's home. You can also interact with your pet through the camera, ensuring they are always happy and healthy.

Say yes to exotic pets & animals

At **WIFI Pet Cam**, we offer a wide range of exotic pets and animals for sale. From rare birds to exotic reptiles, we have everything you need to make your pet collection complete.

The UK's premier dog grooming spa parlour

At **WIFI Pet Cam**, we offer a wide range of dog grooming services. Our experienced groomers will take care of everything from a simple trim to a full spa treatment, ensuring your dog is clean, healthy and happy.

If your pet needs medical attention, the last thing you need to worry about is vet bills

At **WIFI Pet Cam**, we offer a wide range of pet insurance services. Our experienced advisors will help you choose the best policy for your pet, ensuring you are always protected against the cost of a vet visit.

Saddle up! Horse riding experiences

At **WIFI Pet Cam**, we offer a wide range of horse riding experiences. Our experienced instructors will take you on a tour of the best riding spots in the area, ensuring you have a memorable and safe experience.

Pet nutrition: balanced choices

At **WIFI Pet Cam**, we offer a wide range of pet nutrition products. Our experienced advisors will help you choose the best food for your pet, ensuring they are always healthy and happy.

Your generous donations can help us change more pets lives

At **WIFI Pet Cam**, we offer a wide range of pet adoption services. Our experienced advisors will help you find the perfect pet for your home, ensuring you have a happy and healthy pet.

Pet training classes with a difference - help your pet reach their full potential

At **WIFI Pet Cam**, we offer a wide range of pet training classes. Our experienced trainers will help you teach your pet the best tricks and behaviours, ensuring they are always happy and healthy.

12 months pet insurance from just £2000

At **WIFI Pet Cam**, we offer a wide range of pet insurance services. Our experienced advisors will help you choose the best policy for your pet, ensuring you are always protected against the cost of a vet visit.

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

AB - 64%

C1 - 25%

C2 - 7%

DE - 5%

AGE

15-35 27%

35+ 73%

GENDER

M 55.7%

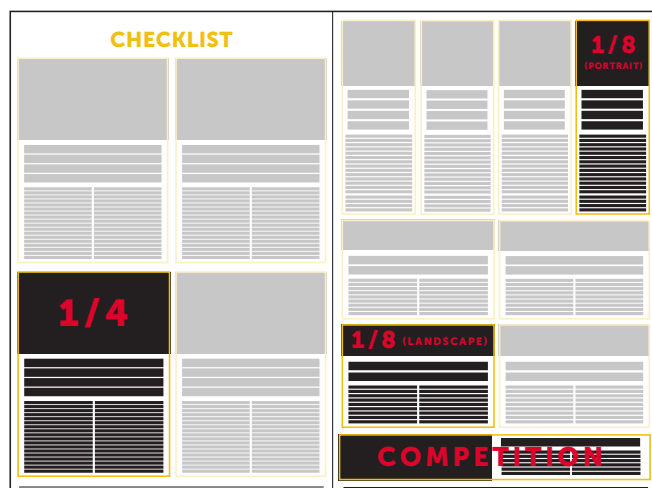
F 44.3%

Pets & Animals Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

*All facts and figures from News UK, ABC or PAMCO

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

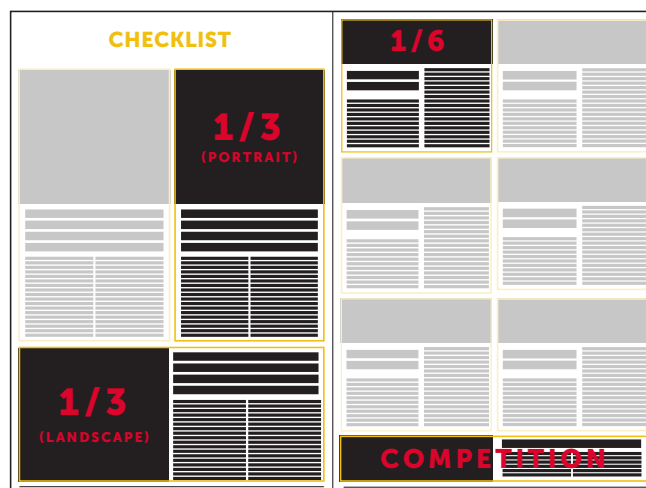
EIGHTH PAGE

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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