

# Retirement Planning

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

The *Times* Weekend boasts a mature readership, with 72% of its readers over the age of 45. The **Retirement Planning Checklist** will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement. It showcases a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published in the Saturday edition of *The Times*, the **Retirement Planning Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

### PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 67% of readers are AB social group
- 72% of *Times* Weekend readers are over the age of 45
- *The Times* is read for an average of 76 minutes on a Saturday

**Retirement Planning checklist **

Plan for your retirement or find out more about how you can look after your parents with our round-up of the best pension advice, homecare options, funeral services and legal help

**Helping you get ready for your retirement**

**Choose from country, town or coastal living**

**Shaking up the investment market to help fund your retirement**

**Give your life a lift with an Acorn stairlift**

**Stay in your home and get live-in care**

**A gift in your will can make a difference**

**Stay at Stoke Park in a stunning suite with dining room! Worth £1,500**

**Cruise silently into retirement**

**Are your symptoms just down to your age?**

**Why renting in retirement is rising in popularity...**

**GREENLINE**

**ACORN STAIRLIFTS**

**PROMEDICA24**

**ssafa The Armed Forces charity**

**easyMoney.com**

# 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

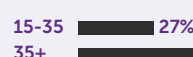
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

### DEMOGRAPHICS

#### SOCIAL DEMOGRAPHIC



#### AGE

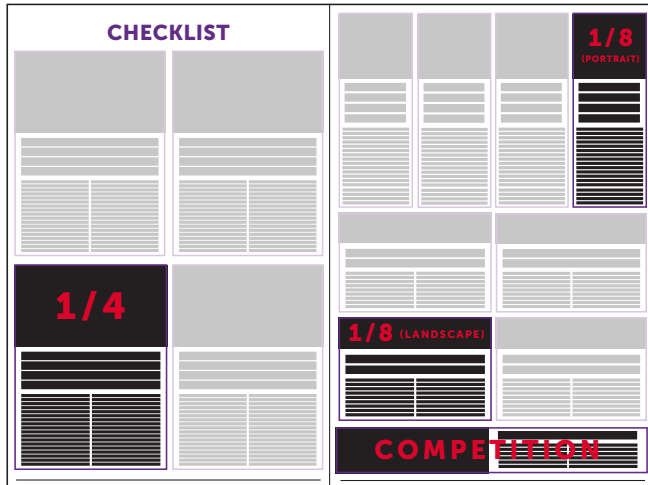


#### GENDER



## 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     |

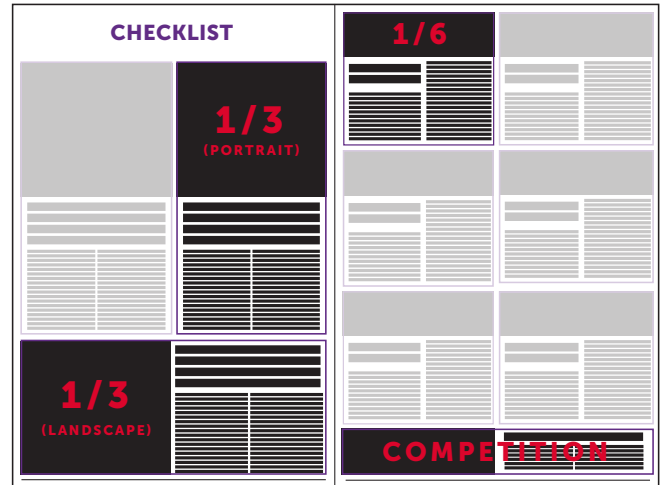
### EIGHTH PAGE

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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# HURST MEDIA

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