

# SALE

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

With Boxing Day and January deals getting bigger every year, the **Sale Checklist** will serve as the essential guide for the best deals and offers and is an excellent opportunity to reach this audience in the run up to the most popular shopping season.

It showcases a selection of high-quality discounted products and services, ranging from beauty & skincare giftsets, gadgets & tech, homewares, food & drink, as well as winter fashion, fragrances, accessories and experience days.

The **Sale Checklist**, published during the Boxing Day sales and just before the January sales, is the perfect vehicle for showcasing your company's products to an engaged audience, who are looking for the best deals and ways to save money.

### PARTICULARLY CONSIDERING

- The *Times* readers have a mean family income of £55,885
- 64% of *Times* readers are AB social group
- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- The Times* is read for an average of 76 minutes on a Saturday

### SALE checklist

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#### Sale on adjustable furniture range

AT OFFICEPOINT, the new adjustable furniture range is now available. This range of furniture is designed to be used in a variety of ways, making it perfect for home offices, nurseries and bedrooms. The range includes desks, chairs, and storage units, all of which can be adjusted to suit your needs. Visit [officepoint.co.uk](http://officepoint.co.uk) for more information.

#### Preserve your wine and save your money...

With the new wine storage system, you can keep your wine in perfect condition for years to come. The system is designed to be used in a variety of ways, making it perfect for home wine cellars, restaurants, and hotels. Visit [newlife.co.uk](http://newlife.co.uk) for more information.

#### Apple equipment without the upfront cost

With the new Apple equipment, you can get the latest Apple products without the upfront cost. The equipment is designed to be used in a variety of ways, making it perfect for home offices, nurseries and bedrooms. Visit [apple.co.uk](http://apple.co.uk) for more information.

#### 20% off age-defying skincare

With the new age-defying skincare, you can get 20% off on all products. The skincare is designed to be used in a variety of ways, making it perfect for home offices, nurseries and bedrooms. Visit [skincare.co.uk](http://skincare.co.uk) for more information.

#### Save cash on tech!

With the new tech products, you can save cash on all products. The products are designed to be used in a variety of ways, making it perfect for home offices, nurseries and bedrooms. Visit [tech.co.uk](http://tech.co.uk) for more information.

#### 30% off CBD product range

With the new CBD product range, you can get 30% off on all products. The products are designed to be used in a variety of ways, making it perfect for home offices, nurseries and bedrooms. Visit [cbd.co.uk](http://cbd.co.uk) for more information.

#### A new camera worthy of the gods

With the new camera, you can get a new camera worthy of the gods. The camera is designed to be used in a variety of ways, making it perfect for home offices, nurseries and bedrooms. Visit [olympus.co.uk](http://olympus.co.uk) for more information.

#### WIN

Win an EA1-SR starter kit for wireless control of your room! Worth £440! Visit [win.co.uk](http://win.co.uk) for more information.

# 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

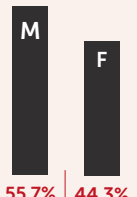
#### SOCIAL DEMOGRAPHIC



#### AGE

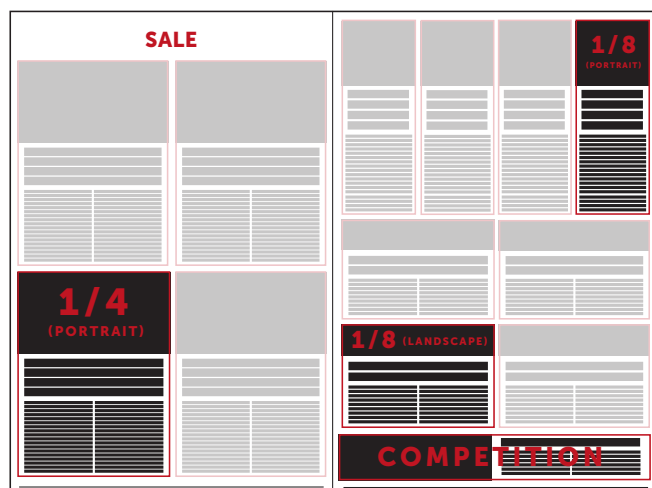


#### GENDER



## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



## 1/3 , 1/6 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 high resolution images*

### 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 high resolution image*

### 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>	1-3 high resolution images*

### 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 high resolution image*

### 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>	1-3 high resolution images*
<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

\* 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](mailto:production@hurstmediacompany.co.uk). For larger files please send 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 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

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

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Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

