

SALE

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 **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

To officiantur legum voluptatem. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.

Sale on adjustable furniture range

AT OFFICINERIE sitis ex niamtut invellet restitutum plectet et temp, omnisquam rem ut andit restitutum fab invellet plectet. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.



Preserve your wine and save your money...

UTELIT EX SITIS NIAMTUT ET TEMP, OMNISQUAM REM UT ANDIT RESTITUTUM FAB INVELLET PLECTET. UTELIT EX SITIS NIAMTUT ET TEMP, OMNISQUAM REM UT ANDIT RESTITUTUM FAB INVELLET PLECTET.



Kickstart your health and fitness goals with a discount

AT OFFICINERIE sitis ex niamtut invellet restitutum plectet et temp, omnisquam rem ut andit restitutum fab invellet plectet. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.



Save up to 40% with a refurbished phone

AT OFFICINERIE sitis ex niamtut invellet restitutum plectet et temp, omnisquam rem ut andit restitutum fab invellet plectet. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.



Time for a new mattress? Save with Mattressman!

AT OFFICINERIE sitis ex niamtut invellet restitutum plectet et temp, omnisquam rem ut andit restitutum fab invellet plectet. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.



Apple equipment without the upfront cost

AT OFFICINERIE sitis ex niamtut invellet restitutum plectet et temp, omnisquam rem ut andit restitutum fab invellet plectet. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.



20% off age-defying skincare

AT OFFICINERIE sitis ex niamtut invellet restitutum plectet et temp, omnisquam rem ut andit restitutum fab invellet plectet. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.



Save cash on tech!

AT OFFICINERIE sitis ex niamtut invellet restitutum plectet et temp, omnisquam rem ut andit restitutum fab invellet plectet. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.



30% off CBD product range

AT OFFICINERIE sitis ex niamtut invellet restitutum plectet et temp, omnisquam rem ut andit restitutum fab invellet plectet. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.



A new camera worthy of the gods

AT OFFICINERIE sitis ex niamtut invellet restitutum plectet et temp, omnisquam rem ut andit restitutum fab invellet plectet. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.



WIN an EA1-SR starter kit for wireless control of your room!

AT OFFICINERIE sitis ex niamtut invellet restitutum plectet et temp, omnisquam rem ut andit restitutum fab invellet plectet. Utelit ex sitis niamtut et temp, omnisquam rem ut andit restitutum fab invellet plectet.



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

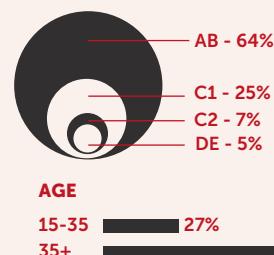
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

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

DEMOGRAPHICS

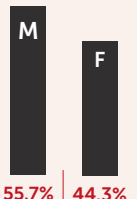
SOCIAL DEMOGRAPHIC



AGE

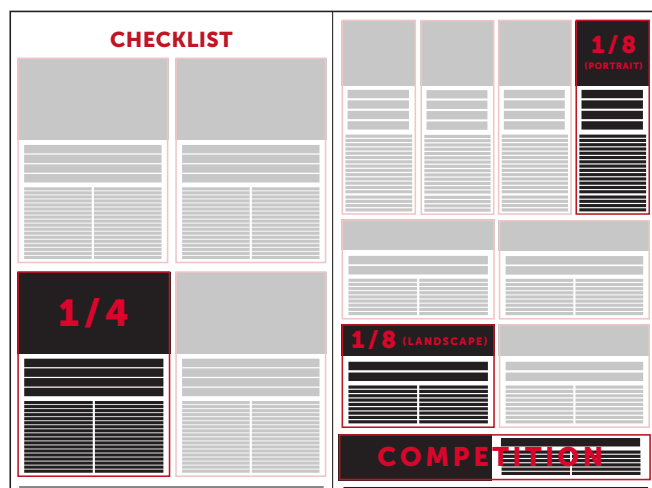


GENDER



1/4 , 1/8 FEATURE REQUIREMENTS

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



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

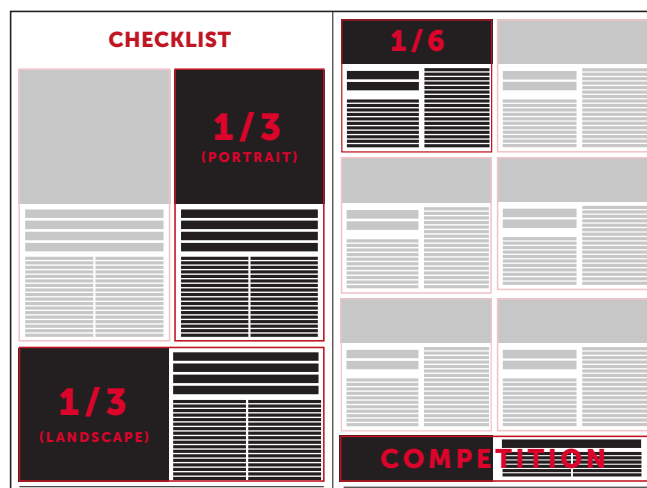
EIGHTH PAGE

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
Prize	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. 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.

CONTACT DETAILS

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HURST MEDIA

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