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(THIS IS NOT A SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The Vegan Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section 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 Vegan Checklist will therefore serve as an essential guide for readers who are looking for ways to lead an ethical, cruelty-free lifestyle.

It showcases a high-quality selection of vegan-friendly products and services ranging from fashion, food & drink, homewares, beauty cosmetics & skincare, technology, charities and travel.

Published at the start of Veganuary, the Vegan Checklist is the perfect shop window for brands and organisations to benefit from the robust editorial environment in The Times, and a readership which is highly sympathetic to the cause.

PARTICULARLY CONSIDERING

- Times readers are 25% more likely to mention ads when they talk about brands
- 718,000 Times readers are interested in topics on the environment, natural world and countryside
- Times readers have 24 conversations about food and drink daily, 20% more than the average



Saturday print readership of The Times

believe it is worth paying extra for quality products

are likely to take action after seeing adverts in this section

agree they tend to go for premium brands

RATE CARD

Third page £6,000

Quarter page £4,500

Sixth page £3,250

Competition P.O.A. **Partnership** (Advertorial or Advert)

536,240 copies of The Times are

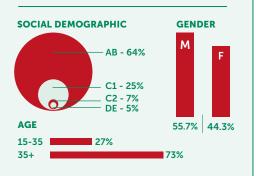
published on a Saturday

DISTRIBUTION

1,320,000 average print Saturday readership

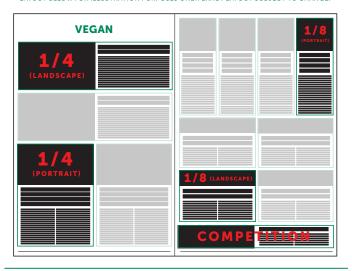
Distributed UK wide

DEMOGRAPHICS



1/4, 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 268 x 66.25 mm Portrait: 132 x 136.6 mm

Headline Written in-house

Main body 200-250 words
copy

Contact Website, phone number

Images 1-2 high resolution

images*

EIGHTH PAGE

Landscape: 132 x 66.25 mm Portrait: 64 x 136.6 mm

Written in-house

Website, phone number

70-100 words

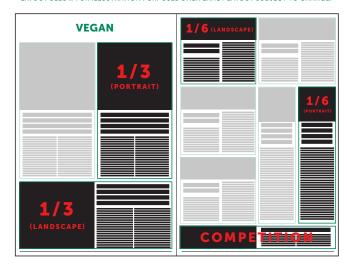
Headline
Main body

copy

Images 1 high resolution image*

1/3, 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Headline

Landscape: 268 x 89.7 mm **Portrait:** 183.6 x 132 mm

Main body copy 200-300 words

Contact Website, phone number

Written in-house

Images 1-3 high resolution images*

SIXTH PAGE

Landscape: 132 x 89.7 mm Portrait: 183.6 x 64 mm

Headline Written in-house

Main body copy

120-150 words

Contact Website, phone number

1 high resolution image*

COMPETITION: 268 x 42.5 mm

Prize and value

Headline Written in-house

Prize

tten in-house Main body copy

50-70 words

Contact

Website, phone number

Images

Images

1-3 high resolution images*

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**. For larger files please send to **production@hurstmediacompany.co.uk** via wetransfer.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 Company number: 08357910 VAT number: 161866882

MEDIA SALES

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PRODUCTION DEPT.

Tel: 0203 478 6016 production@hurstmediacompany.co.uk

