

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

*The Times* is the number one daily title for reaching the UK's business elite, reaching 52% more than *The Daily Telegraph* and 35% more than the *Financial Times*. This makes *Times* readers the perfect audience for the **Business Checklist**, which will serve as an essential guide for those embarking on their first business venture, as well as current business owners. It will give these readers a deeper insight into everything they need to know about starting their own company and bettering their business.

Showcasing a high-quality selection of products and services, the **Business Checklist** published with *The Times* will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published on a Saturday, the **Business Checklist** is the perfect shop window for brands and organisations looking to benefit from a readership, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas, and have more time to spend reading their newspaper than a weekday instalment.

## PARTICULARLY CONSIDERING

- 45% of *Times* readers agree they are more likely to take some action after reading articles in this section
- Times* readers are more than twice as likely to be interested in personal finance and investment topics
- The Times* is the number one daily title for reaching the UK's business elite, reaching 35% each day
- The Times* is read for an average of 76 minutes on a Saturday

### Business checklist

Considerable starting your new business or already running a successful one? There's always help at hand. Here's how to find it to help your business succeed

**ArchOver connects high-growth SMEs with the cash they need to succeed. How can they help you?**

ArchOver is a leading provider of business finance solutions. We help SMEs access the capital they need to grow their business. Our team of experts can help you find the right financing solution for your business, whether you need a loan, a line of credit, or a combination of the two. We have a range of products to suit all types of businesses, and we can help you with the application process. Contact us today to find out more.

**Find franchise opportunities on FranchiseSales.com**

FranchiseSales.com is the leading online marketplace for franchise opportunities. We have a wide range of franchises for sale, from food and drink to retail and services. You can find out more about each franchise, including the investment required, the experience of the franchise owner, and the support provided. Contact us today to find out more.

**Escape corporate accounting**

AIMS Accountants for Business is a leading provider of accounting services for SMEs. We can help you with all aspects of your accounting, from bookkeeping to tax returns. We have a team of experienced accountants who can provide you with a range of services, including:
 

- Bookkeeping and accounting
- Tax returns and advice
- Business valuation
- Company formation
- Financial planning

 Contact us today to find out more.

### Advertisement

**Award-winning personal and business savings**

HTB is a leading provider of personal and business savings products. We have a range of products to suit all types of savers, from high-yield savings accounts to investment products. We can help you find the right product for your needs, and we can provide you with expert advice on how to use your savings. Contact us today to find out more.

**Taking the pain out of payroll**

Payroll is a complex and time-consuming task, but it doesn't have to be. Payroll.co.uk is a leading provider of payroll services for SMEs. We can help you with all aspects of your payroll, from calculating wages to paying your employees. We have a team of experts who can provide you with a range of services, including:
 

- Payroll calculation and payment
- Employer's National Insurance
- PAYE and Real Time Information (RTI)
- Employee benefits
- Employment law advice

 Contact us today to find out more.

**GoDaddy Websites + Marketing: empowering entrepreneurs**

GoDaddy is a leading provider of website and marketing services for entrepreneurs. We can help you create a professional website, and we can provide you with a range of marketing services, including:
 

- Website design and development
- Search engine optimization (SEO)
- Social media marketing
- Pay-per-click (PPC) advertising
- Email marketing

 Contact us today to find out more.

**Small and powerful: discover an A3 colour printer that's compact, eco-friendly and offers endless possibilities**

OKI is a leading provider of A3 colour printers. Our printers are compact, eco-friendly, and offer a range of features that make them ideal for small businesses. They are easy to use, and they can print a wide range of documents, from brochures to reports. Contact us today to find out more.

**Time to scale-up your eCommerce business?**

Scalability is a key factor in the success of an eCommerce business. We can help you scale your business, and we can provide you with a range of services, including:
 

- Website optimization
- Inventory management
- Customer service
- Marketing and advertising
- Logistics and shipping

 Contact us today to find out more.

**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

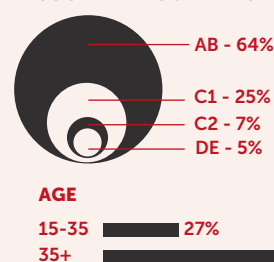
Third page	<b>£8,500</b>
Quarter page	<b>£6,750</b>
Sixth page	<b>£5,000</b>
Competition Partnership (Advertorial or Advert)	<b>P.O.A.</b>

## DISTRIBUTION

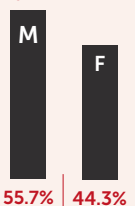
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC

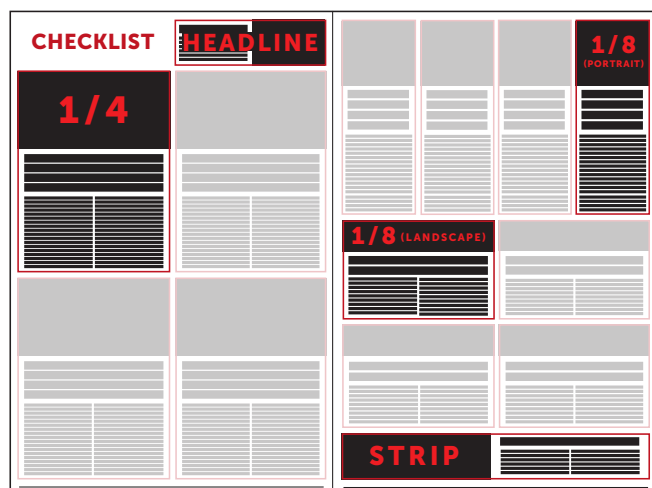


### GENDER



## 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

**Total word count** 200-250 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 1-2 images + logo

### EIGHTH PAGE

Landscape: 132 x 66.25 mm

Portrait: 64 x 136.6 mm

**Total word count** 70-100 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 1 image + logo

### STRIP Landscape: 268 x 42.5 mm

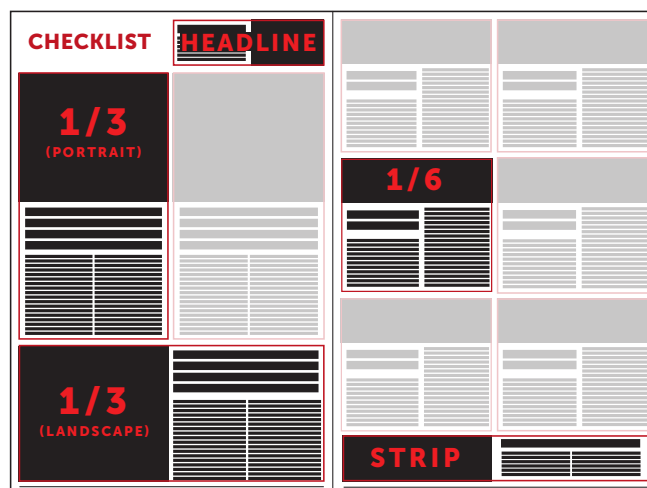
**Main body copy** 120-150 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 2 images + 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

**Total word count** 200-300 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 2-3 images + logo

### SIXTH PAGE

Landscape: 132 x 89.7 mm

**Total word count** 120-150 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 1-2 image + logo

### HEADLINE Landscape: 134 x 42.5 mm

**Main body copy** 60-80 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 1 image + logo

## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- 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.

### COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- 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 will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be subedited by Hurst Media's editorial team. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

### APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

\* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

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.  
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

### CONTACT DETAILS

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

### MEDIA SALES

Tel: 0203 478 6017  
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)



# HURST MEDIA

The UK's trusted media partner