

Financial Services

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

As 64% of *Times* readers are AB social group and more than twice as likely to be interested in personal finance and investment topics, the **Financial Services Checklist** will serve as the essential guide for these wealthy professionals, providing the latest advice for how they can get the most out of their money.

It showcases a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, as well as pensions, retirement and banking options.

5.1 finance-related conversations are had among *Times* readers every week, which is why the **Financial Services Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, suggestible to new products and services.

PARTICULARLY CONSIDERING

- The Saturday edition of *The Times* boasts 1.3 million readers per issue
- *The Times* is read for an average of 76 minutes on a Saturday
- *Times* readers have a mean family income of £55,885
- *The Times* is the UK's No.1 daily print title for reaching the UK's business influencers

Financial Services checklist

Get the most for your money with our selection of the best financial services, including property, legal, savings, investment

Take control of your pension with an online plan

It's now so easy to manage your pension online that you can do it from your smartphone. Find out how to get the most out of your pension with our online plan. [Find out more at **HTB** or call 020 7862 4242](#)

Property investing without the hassle

Discover how to invest in property without the hassle of finding a property, managing tenants, or dealing with the law. [Find out more at **Wesleyan** or call 020 7862 4242](#)

Plan your finances with confidence

Get the most out of your money with our selection of the best financial services, including property, legal, savings, investment. [Find out more at **Wesleyan** or call 020 7862 4242](#)

Award-winning personal and business savings

Discover the best savings accounts for your money. [Find out more at **HTB** or call 020 7862 4242](#)

One pension. One balance. One place.

Combine your pension and your business savings in one place. [Find out more at **PensionBee** or call 020 7862 4242](#)

How easyMoney can help solve the savings crisis

Discover how easyMoney can help you save more money. [Find out more at **easyMoney** or call 020 7862 4242](#)

A modern approach to wealth management

Discover the best wealth management services for your money. [Find out more at **nutmeg** or call 020 7862 4242](#)

Football Index: changing the game

Discover how Football Index can help you invest in the football market. [Find out more at **Football Index** or call 020 7862 4242](#)

Are your savings growing in reverse?

Discover how to protect your savings from inflation. [Find out more at **buy.co.uk** or call 020 7862 4242](#)

Dealing with debt

Discover how to deal with debt. [Find out more at **National Debt Expert** or call 020 7862 4242](#)

Ever been trapped by a payday loan or high-cost short-term credit? You may be owed compensation

Discover how to claim compensation for payday loans. [Find out more at **Allegiant** or call 020 7862 4242](#)

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

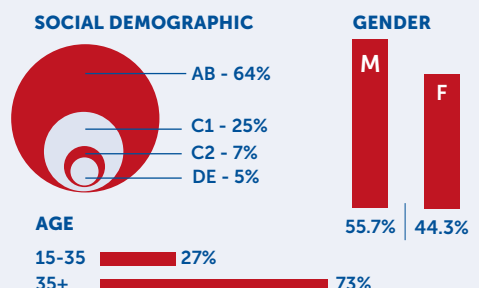
RATE CARD

| | |
|---|---------------|
| Third page | £8,500 |
| Quarter page | £6,750 |
| Sixth page | £5,000 |
| Competition Partnership (Advertorial or Advert) | P.O.A. |

DISTRIBUTION

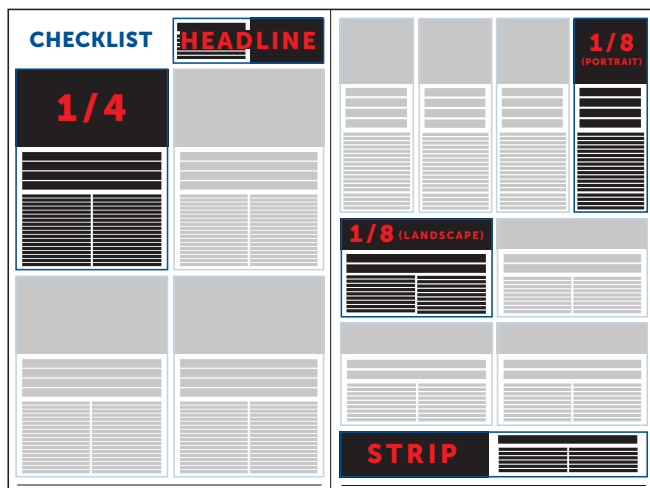
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS



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

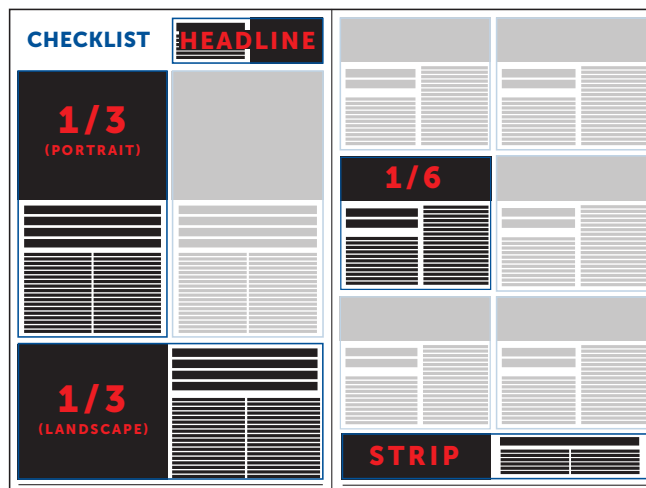
Main body copy 120-150 words

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. 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 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

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

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



HURST MEDIA

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