

Health and Wellbeing 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)

Health & Wellbeing Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

The Times boasts a mature readership, with 73% of its readers over the age of 35. **Health & Wellbeing Checklist** will therefore serve as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier lifestyle.

It showcases a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published in the Saturday edition of *The Times*, **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 64% of readers are AB social group
- 30% of *The Times* readers are over the age of 65
- *The Times* is read for an average of 76 minutes on a Saturday
- 63,000 *Times* readers are eating more healthy food than they have ever done in the past

Health and Wellbeing checklist

Your body is precious and it pays to look after yourself. Here are a selection of ideas for your healthy lifestyle.

Love, safe sex and expectations

Having a healthy relationship is important for your overall health and happiness. It's not just about the physical aspects, but also the emotional and mental connection. Safe sex is also a crucial part of maintaining a healthy relationship. Visit [durex.co.uk](#) for more information.

The Slender way to reduce cravings and help you lose weight

Cravings can be a real challenge when trying to lose weight. The Slender way offers a range of products designed to help you manage your cravings and support your weight loss journey. Visit [slender.co.uk](#) for more information.

When blisters strike, carry on with Compeed

Compeed is the leading brand of blister plasters, helping you keep your feet comfortable and your journey uninterrupted. Visit [compeed.co.uk](#) for more information.

Knee pain sufferers unite with Neo G

Neo G is a revolutionary new knee brace designed to provide support and relief for those suffering from knee pain. Visit [neog.co.uk](#) for more information.

High-quality contact lenses at affordable prices delivered straight to your door

At VisionDirect, we offer high-quality contact lenses at competitive prices, delivered straight to your door. Visit [visiondirect.co.uk](#) for more information.

Treat your swallowing and reflux problems

For those suffering from swallowing and reflux problems, Iqoro offers a range of products designed to provide relief and support. Visit [iqoro.co.uk](#) for more information.

Looking to build your own home gym?

With a range of high-quality fitness equipment, JLL can help you build your own home gym. Visit [jll.co.uk](#) for more information.

Why protein should be top of your priority list

Protein is essential for a healthy diet and can help with a variety of health goals. Visit [upbeat.co.uk](#) for more information.

The right way to take CBD

Salpharm CBD offers a range of products designed to help you take CBD the right way. Visit [salpharm.co.uk](#) for more information.

Making iron better...

Active Iron offers a range of products designed to help you get the most out of your iron supplement. Visit [activeiron.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

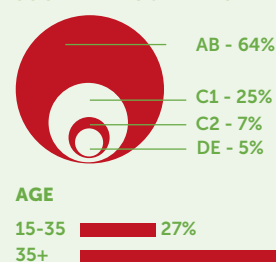
Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

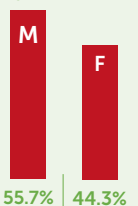
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

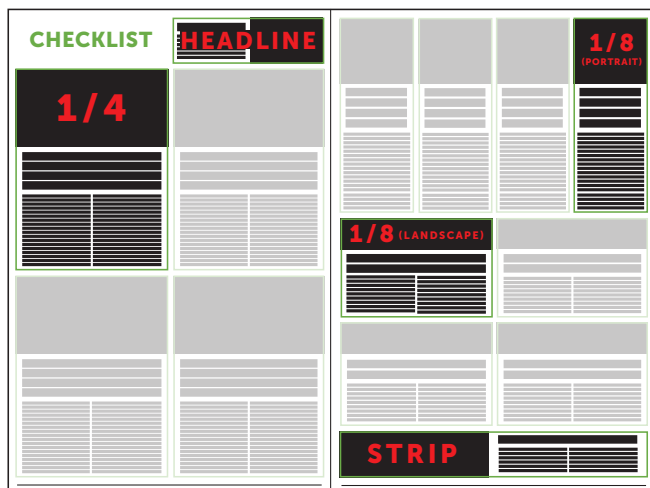


GENDER



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. 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.

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HURST MEDIA

The UK's trusted media partner