

Retirement Planning

checklist



PUBLISHED WITH THE  TIMES SATURDAY 18 JANUARY 2020

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

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

The *Times* Weekend boasts a mature readership, with 72% of its readers over the age of 45. The **Retirement Planning Checklist** will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement. It showcases a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published in the Saturday edition of *The Times*, the **Retirement Planning Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 67% of readers are AB social group
- 72% of *Times* Weekend readers are over the age of 45
- *The Times* is read for an average of 76 minutes on a Saturday

Retirement Planning checklist

Find out how to plan for your future and ensure you can look after your parents with our roundup of the best pension advice, insurance options, travel services and legal help.

Renovate your body!

As a 65-year-old, you know your body is not what it once was. But with the right care, you can keep it in the best of health. **RENOVATE** is a revolutionary new health supplement that helps you to regenerate your body, improve your energy and keep you looking and feeling your best. www.renovate.co.uk

In need of surgery? Why wait?

At **RENOVATE**, we understand that you may be in need of surgery, but you don't want to wait. Our revolutionary new health supplement can help you to regenerate your body, improve your energy and keep you looking and feeling your best. www.renovate.co.uk

Discover what's waiting to meet you with a Danbury Campervan

At **Danbury**, we understand that you may be in need of a campervan, but you don't want to wait. Our revolutionary new campervan can help you to regenerate your body, improve your energy and keep you looking and feeling your best. www.danbury.co.uk

Knee pain sufferers unite with Neo G

At **Neo G**, we understand that you may be in need of a knee brace, but you don't want to wait. Our revolutionary new knee brace can help you to regenerate your body, improve your energy and keep you looking and feeling your best. www.neog.co.uk

Treat your swallowing and reflux problems

At **IQoro**, we understand that you may be in need of a swallowing aid, but you don't want to wait. Our revolutionary new swallowing aid can help you to regenerate your body, improve your energy and keep you looking and feeling your best. www.iqoro.co.uk

Feel safe on your stairs with an Acorn Stairlift

At **Acorn**, we understand that you may be in need of a stairlift, but you don't want to wait. Our revolutionary new stairlift can help you to regenerate your body, improve your energy and keep you looking and feeling your best. www.acornstairlifts.co.uk

Are you one of 58% of people yet to make a Will?

At **care**, we understand that you may be in need of a will, but you don't want to wait. Our revolutionary new will can help you to regenerate your body, improve your energy and keep you looking and feeling your best. www.care.co.uk

Inspired choices for retirement living

At **Inspired**, we understand that you may be in need of a retirement property, but you don't want to wait. Our revolutionary new retirement property can help you to regenerate your body, improve your energy and keep you looking and feeling your best. www.inspired.co.uk

Living the retirement you've longed for

At **SunLife**, we understand that you may be in need of a retirement plan, but you don't want to wait. Our revolutionary new retirement plan can help you to regenerate your body, improve your energy and keep you looking and feeling your best. www.sunlife.co.uk

Take control of your pension savings with an online plan

At **Pensionbee**, we understand that you may be in need of a pension plan, but you don't want to wait. Our revolutionary new pension plan can help you to regenerate your body, improve your energy and keep you looking and feeling your best. www.pensionbee.co.uk

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

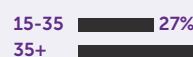
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

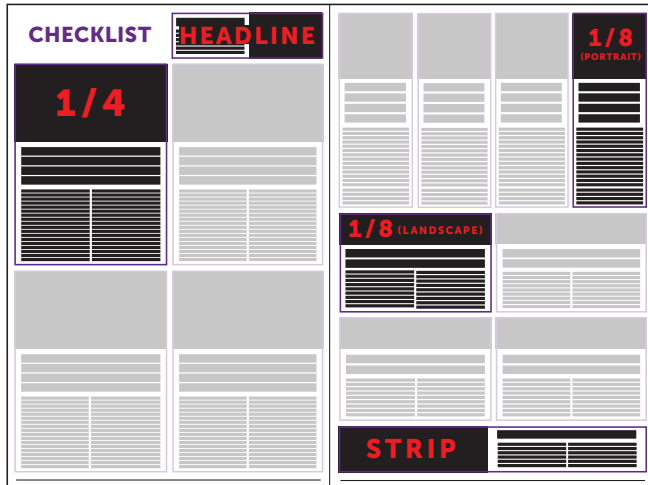


GENDER



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

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

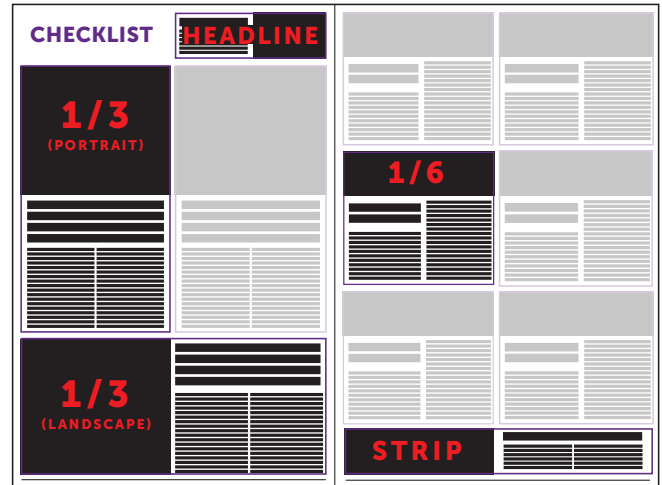
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

The UK's trusted media partner