

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

The Times readers spend on average £3,700 per year on holidays and with an average family income of £55,885, this wealthy readership believes it is worth paying extra for quality products and services. The **Travel Checklist** therefore serves as an essential guide for readers who are looking for new and exciting ways to explore.

Published at a time when readers are beginning to make their buying decisions for 2020, the **Travel Checklist** showcases a selection of products and services to benefit those planning day trips and long weekends, along with upcoming summer retreats - whilst highlighting some of the best holiday destinations, accommodations, tourist attractions and spa breaks. Featuring with this article therefore presents an amazing opportunity to directly target a new, affluent and actively engaged audience, nationally.

PARTICULARLY CONSIDERING

- 3.6 average amount of holidays taken by *The Times* readers in the last 12 months
- £4.9 billion spend on holidays by *The Times* readers in the last 12 months
- 44% of *Times* readers try to visit different places on holiday every time
- 64% of *Times* readers are in the AB social-economic profile

Travel checklist

Discover your ideal holiday in the new section of the *Times* Weekend. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of *The Times*.

Pembrokeshire: visit this season

Discover the beauty of Pembrokeshire, a stunning coastline with some of the best beaches in Wales. Visit this season and enjoy the best of the coast.

Enjoy London life - stay at Strand Palace

Experience the heart of London at Strand Palace, a luxurious hotel with a prime location in the heart of the city. Enjoy the best of London from here.

Heathrow Express: the fastest way to Heathrow

Travel faster and more comfortably to Heathrow Airport with Heathrow Express. It's the fastest way to get to the airport.

Have a Dreamland family day down in Margate

Enjoy a day of fun and excitement at Dreamland Margate. With rides, games, and entertainment for the whole family, it's a perfect day out.

Escape without leaving the city

Experience a relaxing day in the city without leaving London. Enjoy the best of the city from a luxurious hotel.

Great value breaks in Torquay

Enjoy a relaxing break in Torquay, a beautiful coastal town with some of the best beaches in Devon. Enjoy the best of the coast from here.

With 50 UK destinations to choose from, a British break is just the thing for the family

Discover the best of the UK with a British break. With 50 destinations to choose from, there's something for everyone.

Build your confidence among the tree tops

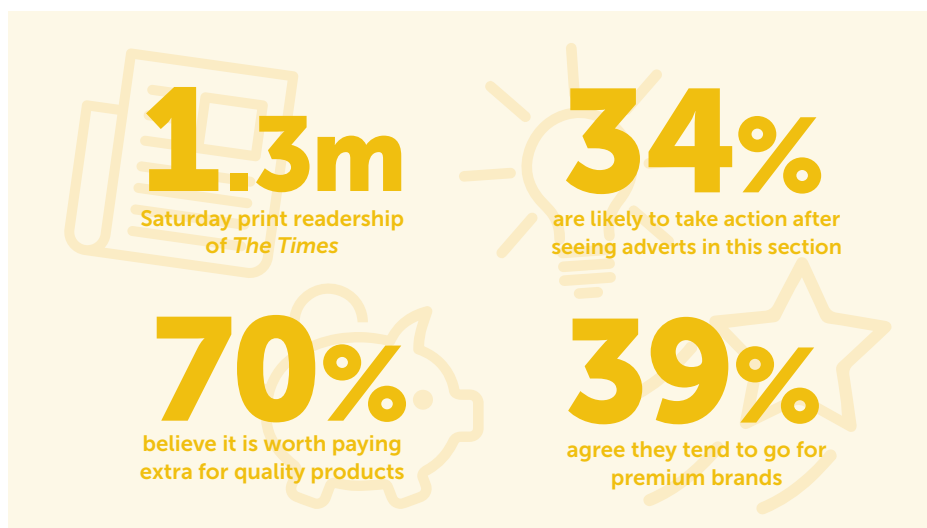
Experience a unique adventure with a tree-top walk. Enjoy the best of the forest from a unique perspective.

A hidden gem on the island of Crete

Discover a hidden gem on the island of Crete. Enjoy the best of the island from a unique perspective.

Jamaica: the jewel of the Caribbean

Experience the beauty of Jamaica, the jewel of the Caribbean. Enjoy the best of the island from a unique perspective.



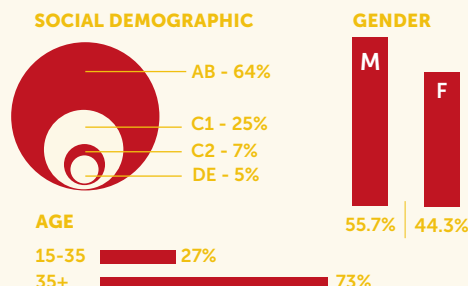
RATE CARD

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

DISTRIBUTION

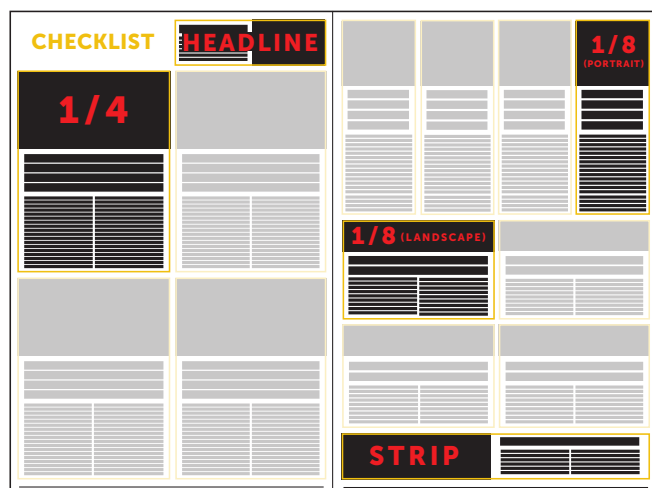
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

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

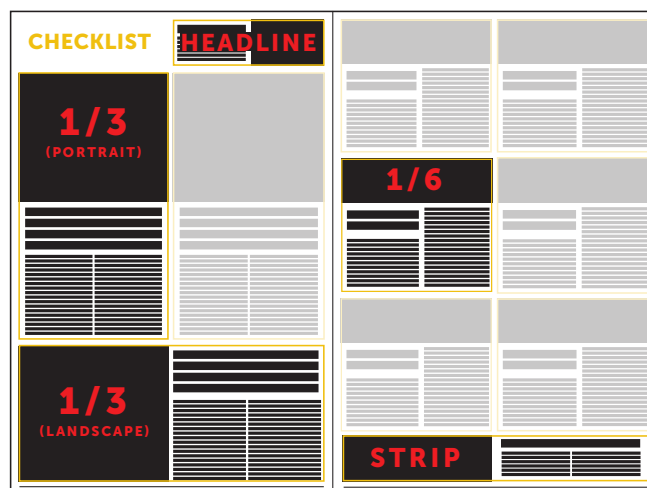
Main body copy 120-150 words

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.

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HURST MEDIA

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