

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

With 62% of *Times* readers claiming to trust the articles in the Arts section, *The Times* is renowned for its expert commentary on cultural matters. The **Arts & Antiques Checklist** will serve as an essential guide to inspire these readers to explore new activities and pastimes in the UK's thriving arts, antiques and collectibles market.

Showcasing a selection of exciting brands, products and services, it will include the best exhibitions, auctions, fairs and period properties, as well as memorabilia, collectibles and jewellery.

Published on a Saturday, the **Arts & Antiques Checklist** is the perfect shop window for brands and organisations looking to benefit from a readership that has more time to spend with their newspaper than a weekday instalment, and one accustomed to highly respected cultural commentary from world-class contributors.

## PARTICULARLY CONSIDERING

- 34% of *Times* readers visit the latest art exhibitions
- 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

### Arts & Antiques checklist

ADVERTISMENT

**Commission a portrait painting**

Flash cars and big egos

Divorce law revolution puts end to blame game

**Le Toy Boy**

**Original Queen Victoria Gold Half Sovereign - a genuine 130-year-old rarity**

**hobbycraft**

**Sotheby's Institute of Art**

**sworders**

**Butler & Hill**

**chiswick**

**PACK & SEND**

**LECH**

**CLYDE**

**Release your inner Indiana Jones on an archaeological tour**

**Elegant and affordable timepieces with soul**

**Hobbycraft's half-price art sale is now on!**

**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

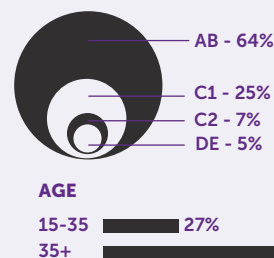
Third page	<b>£8,500</b>
Quarter page	<b>£6,750</b>
Sixth page	<b>£5,000</b>
Competition Partnership (Advertorial or Advert)	<b>P.O.A.</b>

## DISTRIBUTION

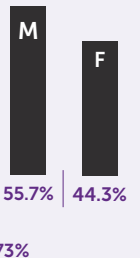
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC

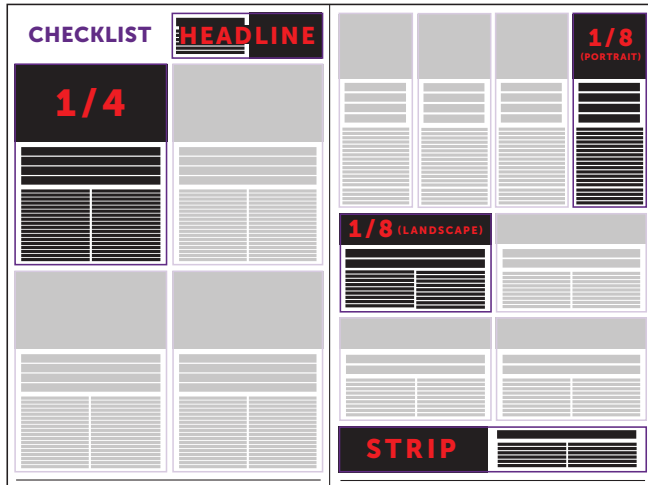


### GENDER



## 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

<b>Total word count</b>	200-250 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### EIGHTH PAGE

Landscape: 132 x 66.25 mm  
Portrait: 64 x 136.6 mm

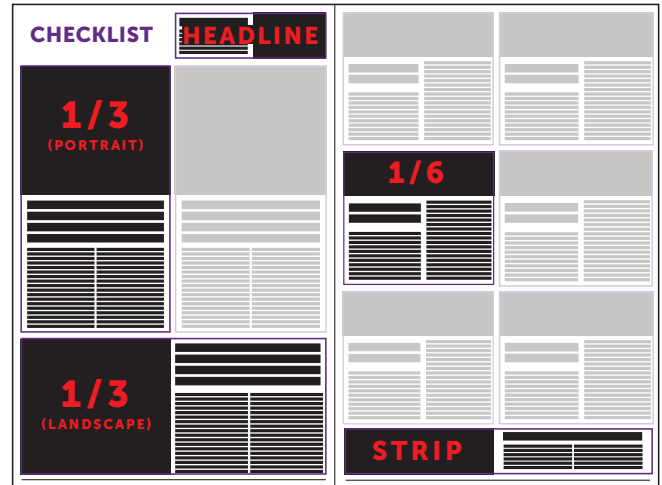
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 268 x 42.5 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

<b>Total word count</b>	200-300 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

Landscape: 132 x 89.7 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 134 x 42.5 mm

<b>Total word count</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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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