

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)

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

With a 1.8m weekly readership, of which 62% are in the AB social-economic profile, *The Times* boasts a wealthy readership with high disposable incomes. 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.

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

- Readers spent over £316m on home improvement materials in the past year
- Readers look to the *Sunday Times* for inspiration on renovating or decorating their homes
- *Sunday Times* readers are twice as likely as to own a holiday home.



Arts & Antiques checklist

Objects of beauty around the home or office, whether for form or elegant function, add a timeless style to the modern lifestyle. This page of ideas and inspiration is your guide to the world of art, antiques and collectibles.

A jewel among West London auctioneers

CHISWICK is a London-based auctioneer and antique dealer, specialising in the sale of fine art, antiques and collectibles. The company has a long history of excellence and is known for its expertise in the sale of rare and valuable items.

Piece together your past

Butler & Hill is a London-based auctioneer and antique dealer, specialising in the sale of fine art, antiques and collectibles. The company has a long history of excellence and is known for its expertise in the sale of rare and valuable items.

Moving home and selling your valuables?

SWORDERS is a London-based auctioneer and antique dealer, specialising in the sale of fine art, antiques and collectibles. The company has a long history of excellence and is known for its expertise in the sale of rare and valuable items.

Commission a portrait painting

HEART OF THE ARTIST is a London-based portrait painter and artist. The company has a long history of excellence and is known for its expertise in the sale of rare and valuable items.

Turning safe shipping into an artform

PACK & SEND is a London-based shipping and logistics company. The company has a long history of excellence and is known for its expertise in the sale of rare and valuable items.

Add some Art Deco style to your home

CLIPCOCK is a London-based interior design and furniture company. The company has a long history of excellence and is known for its expertise in the sale of rare and valuable items.

Release your inner Indiana Jones on an archaeological tour

PETER SUMNER TRAVELS is a London-based travel and tourism company. The company has a long history of excellence and is known for its expertise in the sale of rare and valuable items.

Elegant and affordable timepieces with soul

THE ARTIST'S WATCH is a London-based watch and jewelry company. The company has a long history of excellence and is known for its expertise in the sale of rare and valuable items.

An original Queen Victoria Gold Half Sovereign - a genuine 130-year-old rarity

LONDON MINT OFFICE is a London-based coin and jewelry company. The company has a long history of excellence and is known for its expertise in the sale of rare and valuable items.

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

HOBBYCRAFT is a London-based hobby and craft company. The company has a long history of excellence and is known for its expertise in the sale of rare and valuable items.

2.7m

Average readership of
The Sunday Times

34%

are always looking for new
ideas to improve their home

46%

of regular Home readers
are likely to take action
after reading its articles

68%

are interested in home
and garden topics within
newspapers

RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

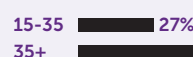
- 707,917 printed copies of *The Sunday Times* are circulated
- 2,724,000 average print readership of *The Sunday Times*
- Distributed UK wide

DEMOGRAPHICS

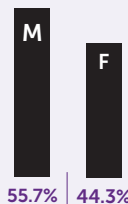
SOCIAL DEMOGRAPHIC



AGE

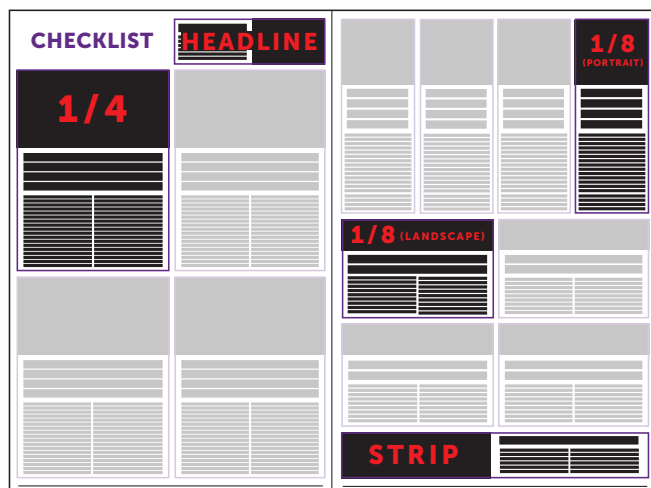


GENDER



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	2 images + logo

EIGHTH PAGE

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

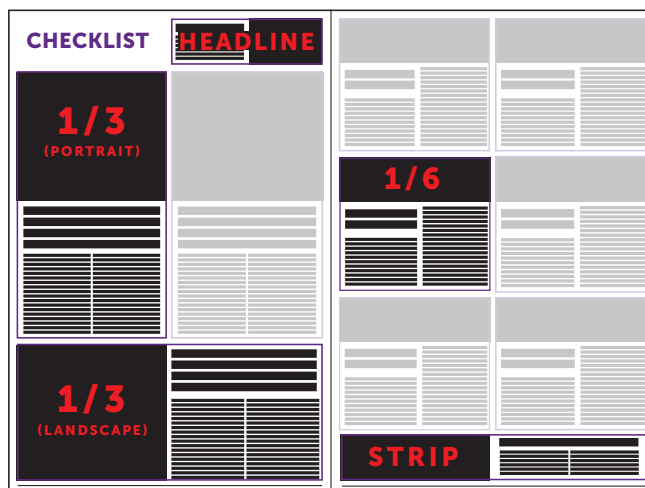
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 268 x 42.5 mm

Total word count	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

Total word count	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 [wetransfer.com](https://www.wetransfer.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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