

Care 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 **Care 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 **Care 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, mobility options, legal advice, residential homes, nursing homes, care homes and healthcare options.

Published in the Saturday edition of *The Times*, the **Care 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

Care checklist

With advertising costs rising, the need for a specialist range of products and services for the elderly is increasing. This range of ideas can help you plan for the future - whether for yourself or a loved one.

Will you leave the gift of a Marie Curie Nurse like Lynn or Bindi in your will?

OF THE LATELY A LOST ONE in a retirement home, Marie Curie has a special offer for people who leave a Marie Curie Nurse in their will. The Marie Curie Nurse is a professional who can help you plan for the future, whether for yourself or a loved one. Marie Curie has a special offer for people who leave a Marie Curie Nurse in their will. The Marie Curie Nurse is a professional who can help you plan for the future, whether for yourself or a loved one.

A care seeker's guide to the galaxy

With the help of a professional, you can find the best care for your loved one. The Marie Curie Nurse is a professional who can help you plan for the future, whether for yourself or a loved one.

The microscopic implant for glaucoma

Glaucoma is a common eye condition that can lead to blindness. The Marie Curie Nurse is a professional who can help you plan for the future, whether for yourself or a loved one.

Regenox your body!

Regenox is a natural, non-invasive treatment that can help you plan for the future, whether for yourself or a loved one.

97% of people want to stay in their own home in later life

With the help of a professional, you can find the best care for your loved one. The Marie Curie Nurse is a professional who can help you plan for the future, whether for yourself or a loved one.

Feel safe on your stairs with an Acorn Stairlift

Acorn Stairlifts are a professional service that can help you plan for the future, whether for yourself or a loved one.

Insurance cover gives peace of mind for both you and your furry companion

With the help of a professional, you can find the best care for your loved one. The Marie Curie Nurse is a professional who can help you plan for the future, whether for yourself or a loved one.

Take action: don't lose sight of your retirement dreams

With the help of a professional, you can find the best care for your loved one. The Marie Curie Nurse is a professional who can help you plan for the future, whether for yourself or a loved one.

Checklist readers can get 10% off their PETSURANCE policy

PETSURANCE is a professional service that can help you plan for the future, whether for yourself or a loved one.

Take control of your pension savings with an online plan

With the help of a professional, you can find the best care for your loved one. The Marie Curie Nurse is a professional who can help you plan for the future, whether for yourself or a loved one.

Marie Curie

Acorn Stairlifts

PETSURANCE

Macular Society

Pension360

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

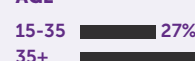
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

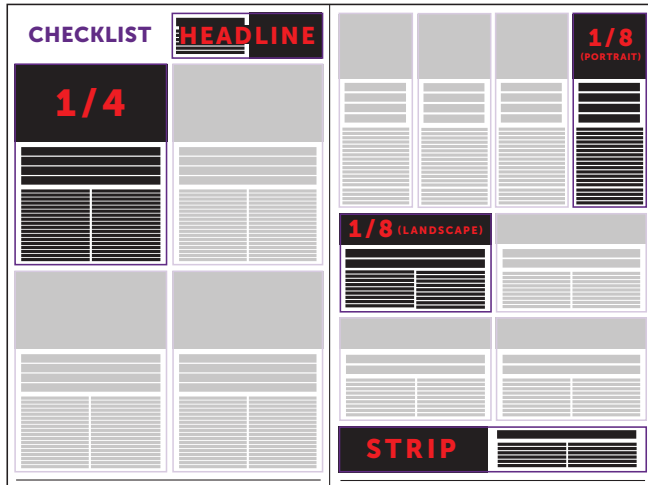


GENDER



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

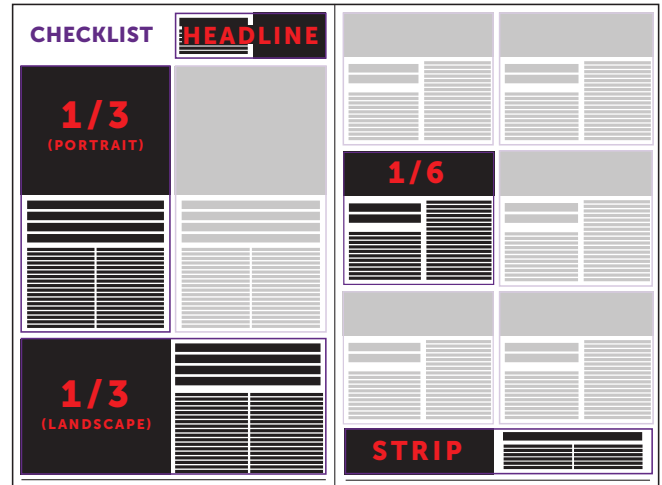
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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HURST MEDIA

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