

Charities

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

As 64% of *Times* readers are AB social group, the **Charities Checklist** will serve as the essential guide for these wealthy professionals, providing information on charitable giving, fundraising ideas and how they can make a difference to those in need.

It showcases a selection of charitable trusts and organisations, ranging from children, animals, health, environmental, public service & military, as well as education, housing, arts & culture, poverty relief, elderly and disability.

Published on the Saturday before Christmas day, a time when many readers are looking for new causes to support, the **Charities Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent audience, who are highly sympathetic to new charities and organisations.

PARTICULARLY CONSIDERING

- The Saturday edition of *The Times* boasts 1.3 million readers per issue
- *The Times* is read for an average of 76 minutes on a Saturday
- *Times* readers have a mean family income of £55,885
- Readers of *The Times* are 25% more likely to mention ads when they talk about brands



Charities checklist

Support your favourite charities and organisations, whether you're looking for a new cause to support or want to make a difference to those in need. This is the perfect time to do so.

Will you leave the gift of a Marie Curie Nurse like Lynne or Bindu in your Will?

Marie Curie offers a range of services to help people with long-term conditions. Their nurses provide specialist care and support, ensuring people can live as well as possible for as long as they can. Marie Curie's services are available to people with a wide range of conditions, including cancer, dementia, Parkinson's, and many others. They provide a range of services, including home visits, hospital visits, and specialist equipment. Marie Curie's services are available to people with a wide range of conditions, including cancer, dementia, Parkinson's, and many others. They provide a range of services, including home visits, hospital visits, and specialist equipment.

Write your Will for free and help provide the guide dogs of the future

Guide Dogs for the Visually Impaired is a charity that trains guide dogs to help people who are blind or partially sighted. They provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice.

Conservation and hope for our planet

ROCHA is a charity that provides a range of services to help people with long-term conditions. They provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice.

Your legacy is our heroes' future

HMP for Heroes is a charity that provides a range of services to help people with long-term conditions. They provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice.

Will you remember the horses at Redwings Horse Sanctuary?

Redwings Horse Sanctuary is a charity that provides a range of services to help people with long-term conditions. They provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice.

Remember Spinal Research in your Will and leave a legacy of hope

Spinal Research is a charity that provides a range of services to help people with long-term conditions. They provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice.

A gift in your will can make a difference

ssafa is a charity that provides a range of services to help people with long-term conditions. They provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice. They also provide a range of services, including training, support, and advice.

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

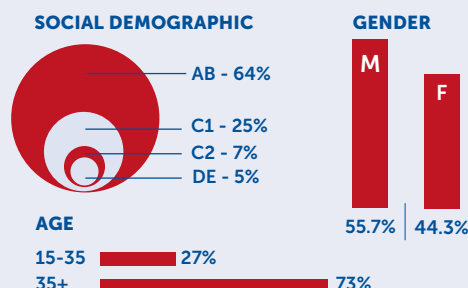
RATE CARD

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

DISTRIBUTION

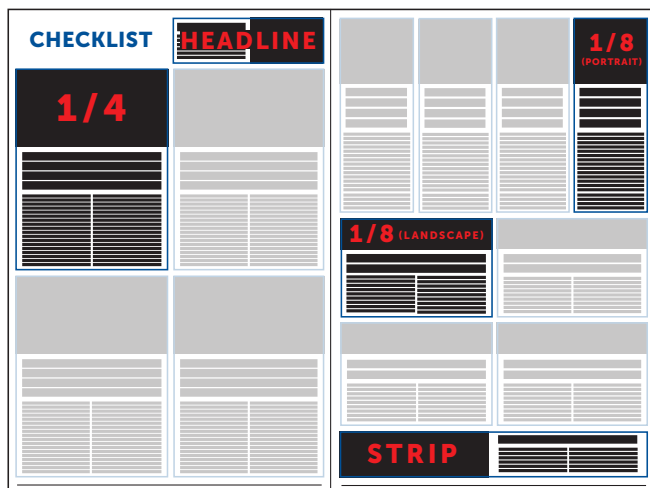
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS



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

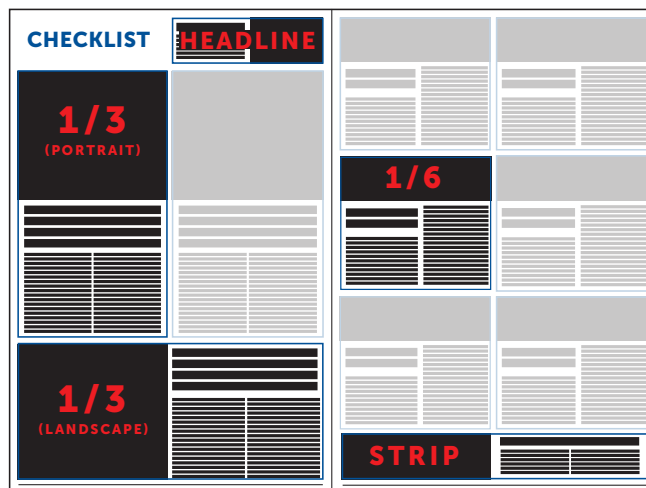
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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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