

Financial & Legal 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 **Financial & Legal 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 and more than twice as likely to be interested in personal finance and investment topics, the **Financial & Legal Checklist** will serve as the essential guide for these wealthy professionals, providing the latest advice for how they can get the most out of their money.

It showcases a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, pensions, retirement and banking options, as well as legal services surrounding conveyancing, commerce, Will writing and probate, inheritance tax, trusts, motoring and dispute resolution.

The **Financial & Legal Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, suggestive to new products and services.

PARTICULARLY CONSIDERING

- *Times* readers are 28% more likely to buy or sell their property in the next 12 months
- *The Times* is read for an average of 76 minutes on a Saturday
- *Times* readers have a mean family income of £55,885
- *The Times* is the UK's No.1 daily print title for reaching the UK's business influencers

Financial & Legal checklist

Money whether you're spending it, saving it or speculating with it, it makes sense not only to maximise profits but also to protect your and your family's interests with relevant legal advice.

Families should seek advice before wrongly paying care home fees

Write an expert on care home fees. It's a common mistake to think that care home fees are a simple matter of paying the bill. In reality, there are many factors to consider, including the quality of care, the location, and the fees themselves. It's important to seek advice from a specialist before making any decisions.

Get help with your tax affairs from our experts

Don't let your tax affairs get out of control. Our experts can help you understand your tax obligations and find ways to save money. Whether you're a self-employed individual or a company director, we can provide the guidance you need.

Property investing without the hassle

Investing in property can be a great way to grow your wealth, but it can also be a hassle. Our experts can help you find the right property, negotiate the purchase, and manage the investment. We can also help you with the legal aspects of property investing.

Award-winning personal and business savings

High interest rates are a great way to grow your money. Our experts can help you find the best savings accounts and investment opportunities. We can also help you with the legal aspects of savings and investments.

How easy money can help solve the savings crisis

With interest rates at historic lows, it's difficult to grow your money. Our experts can help you find ways to overcome the savings crisis and grow your wealth. We can also help you with the legal aspects of savings and investments.

Property investing without the hassle

Investing in property can be a great way to grow your wealth, but it can also be a hassle. Our experts can help you find the right property, negotiate the purchase, and manage the investment. We can also help you with the legal aspects of property investing.

A modern approach to wealth management

Managing your wealth is a complex task. Our experts can help you find the best way to manage your wealth, whether you're a self-employed individual or a company director. We can also help you with the legal aspects of wealth management.

Dealing with debt

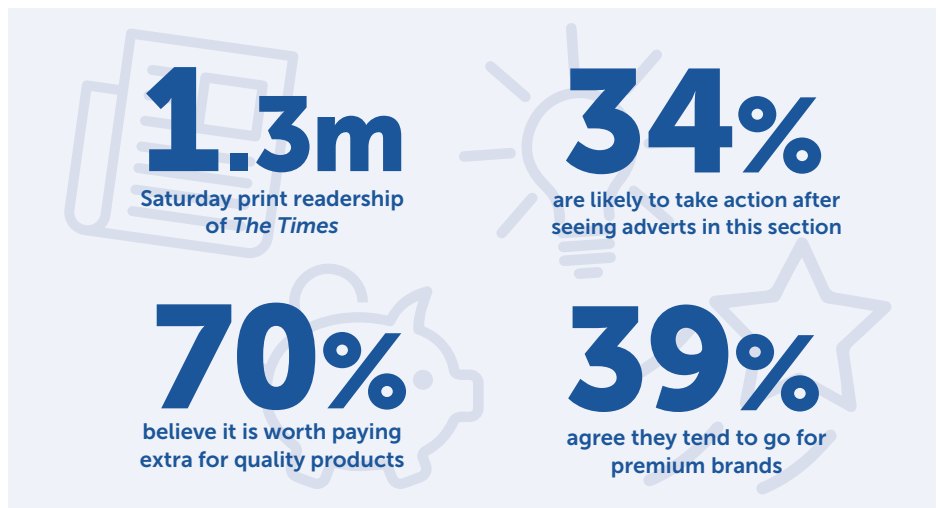
Dealing with debt can be a stressful experience. Our experts can help you find the best way to deal with your debt, whether you're a self-employed individual or a company director. We can also help you with the legal aspects of debt.

Make a claim for your cycling injuries

If you've been injured while cycling, you may be entitled to compensation. Our experts can help you make a claim and get the compensation you deserve. We can also help you with the legal aspects of making a claim.

Take control of your pension savings with an online plan

Managing your pension savings can be a complex task. Our experts can help you find the best way to manage your pension savings, whether you're a self-employed individual or a company director. We can also help you with the legal aspects of pension savings.



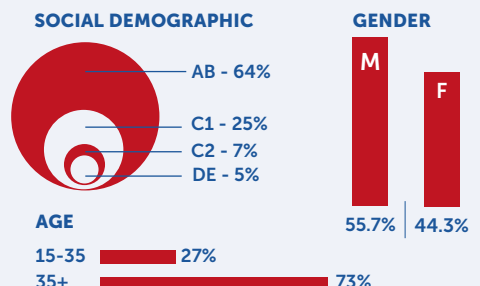
RATE CARD

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

DISTRIBUTION

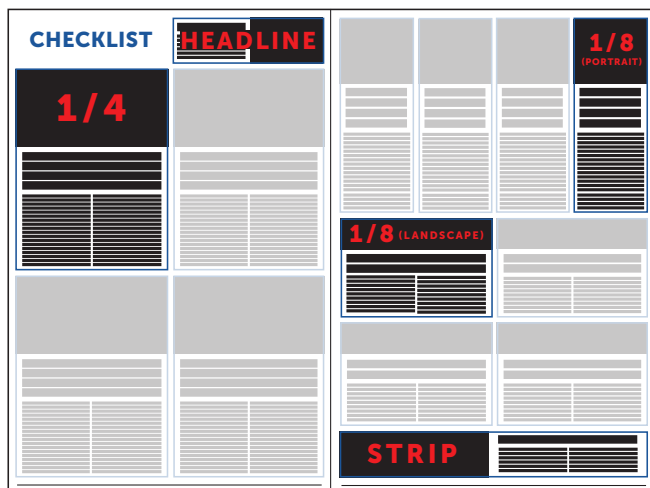
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

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 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

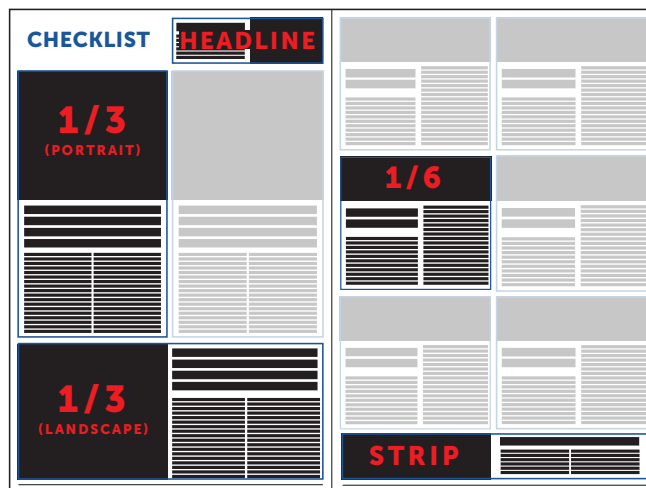
Total word count 120-150 words

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 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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