

# 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 spending it with it, it makes sense to get it right. So we've put together a checklist of the top 10 things you need to know about your money.

**Families should seek advice before wrongly paying care home fees**

With an estimated £100 billion in care home fees, it's no surprise that the industry is a hot topic. But there's a lot of confusion about what's right and what's wrong. So we've put together a checklist of the top 10 things you need to know about your money.

**Get help with your tax affairs from our experts**

With an estimated £100 billion in care home fees, it's no surprise that the industry is a hot topic. But there's a lot of confusion about what's right and what's wrong. So we've put together a checklist of the top 10 things you need to know about your money.

**How easy Money can help solve the savings crisis**

With an estimated £100 billion in care home fees, it's no surprise that the industry is a hot topic. But there's a lot of confusion about what's right and what's wrong. So we've put together a checklist of the top 10 things you need to know about your money.

**Property investing without the hassle**

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### THE TIMES

**Flash cars and big egos**  
Peter Crouch on Super League footballers

**Divorce law revolution puts end to blame game**  
Thanks to half million of them, the divorce law revolution has put an end to the blame game.

**The 20 best ski chalets on the slopes**  
C&A places to stay from the Alps to the UK

**Weekend**  
The cheat's guide to parties

### ADVERTISING

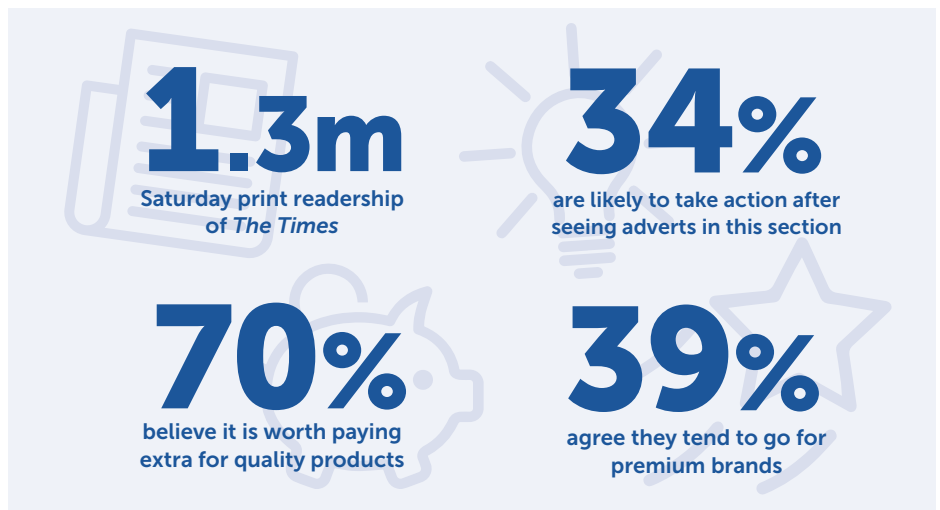
**Award-winning personal and business savings**  
Hugh James is a top 100 UK business with offices in Cardiff and London. The firm has grown from a small start-up to a multi-million pound business. Find out more at [hughjames.co.uk](http://hughjames.co.uk) or call 020 7662 1212

**A modern approach to wealth management**  
The wealth management industry is changing. So we've put together a checklist of the top 10 things you need to know about your money.

**Dealing with debt**  
Dealing with debt can be a stressful experience. But there's a lot of confusion about what's right and what's wrong. So we've put together a checklist of the top 10 things you need to know about your money.

**Make a claim for your cycling injuries**  
If you've been injured while cycling, you may be entitled to a claim. So we've put together a checklist of the top 10 things you need to know about your money.

**Take control of your pension savings with an online plan**  
With an estimated £100 billion in care home fees, it's no surprise that the industry is a hot topic. But there's a lot of confusion about what's right and what's wrong. So we've put together a checklist of the top 10 things you need to know about your money.



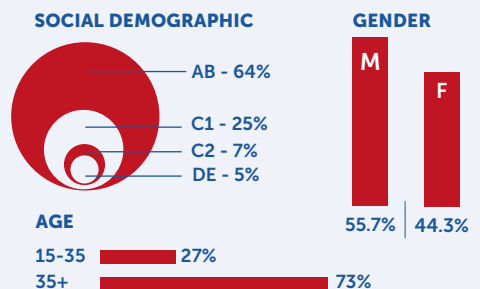
## RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

## DISTRIBUTION

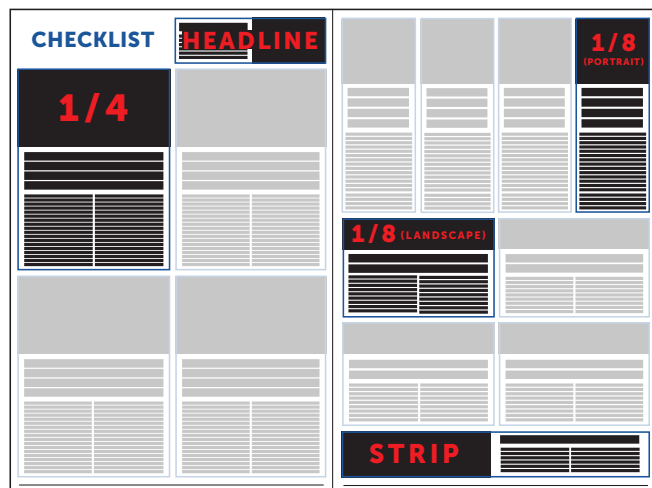
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

## 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

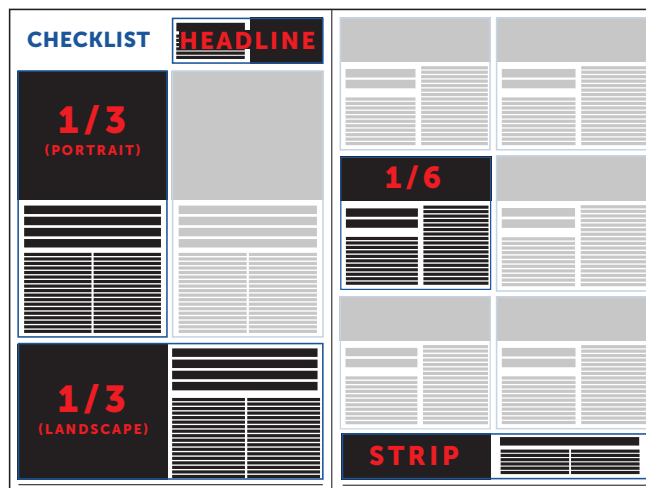
**Total word count** 120-150 words

**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](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.

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