

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 **intention to sue** or **letter of claim** to your former employer or landlord. It's a legal document that sets out the facts of the case, the law that applies and the amount of compensation you are claiming. It's a legal document that sets out the facts of the case, the law that applies and the amount of compensation you are claiming.

Get help with your tax affairs from our experts

Our experts will help you with your tax affairs, including inheritance tax, capital gains tax, and more. They will also help you with your will and probate.

Property investing without the hassle

Our experts will help you with your property investment, including finding properties, negotiating prices, and more. They will also help you with your will and probate.

Award-winning personal and business savings

Our award-winning personal and business savings products are designed to help you save money and grow your wealth. They are designed to help you save money and grow your wealth.

How easy money can help solve the savings crisis

Our experts will help you with your savings, including finding the best savings accounts, and more. They will also help you with your will and probate.

Make a claim for your cycling injuries

Our experts will help you with your cycling injuries, including finding the best lawyers, and more. They will also help you with your will and probate.

Take control of your pension savings with an online plan

Our experts will help you with your pension savings, including finding the best pension plans, and more. They will also help you with your will and probate.

A modern approach to wealth management

Our modern approach to wealth management is designed to help you manage your wealth and grow your wealth. It is designed to help you manage your wealth and grow your wealth.

Dealing with debt

Our experts will help you with your debt, including finding the best debt solutions, and more. They will also help you with your will and probate.

Solicitor? Check. Removals? Check. Stamp Duty Land Tax?

Our experts will help you with your solicitor, removals, and Stamp Duty Land Tax. They will also help you with your will and probate.

The Bike Solicitors

Our experts will help you with your bike, including finding the best bike solutions, and more. They will also help you with your will and probate.

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

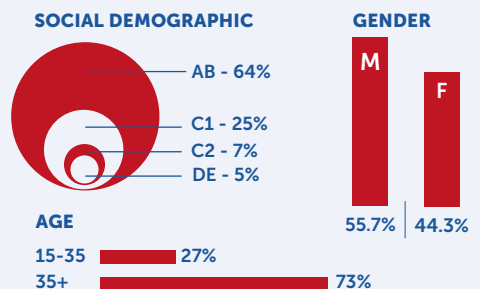
RATE CARD

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

DISTRIBUTION

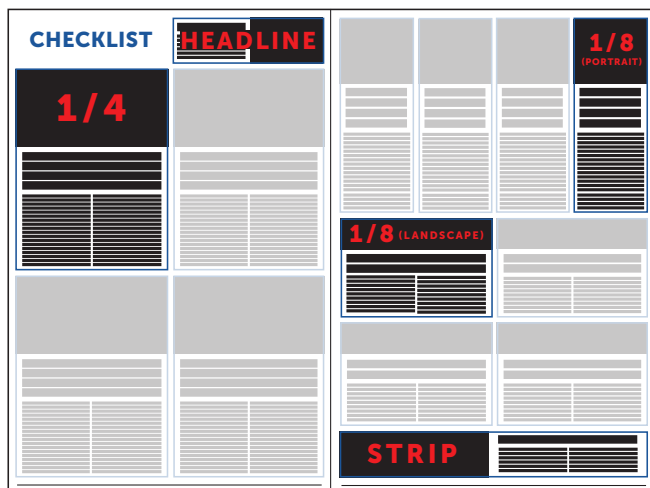
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

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

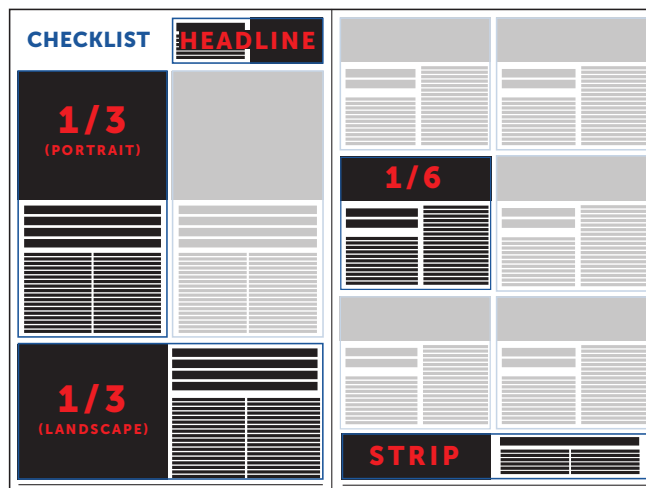
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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.

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner