

# Food & Drink

## checklist



**PUBLISHED WITH THE  TIMES SATURDAY 22 FEBRUARY 2020**

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Food & Drink Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

*The Times* has always been a trusted source of eatery inspiration for foodies with a keen eye for alternative cuisine and culinary trends. The **Food & Drink Checklist** will serve as an essential guide for readers to transform the way they eat in and dine out.

It showcases a high-quality selection of products, services and experiences to benefit the food savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and seasonal dining options.

Published on a Saturday, the **Food & Drink Checklist** is the perfect shop window for brands and organisations to benefit from an engaged, affluent audience who are accustomed to expert food and drink commentary from award-winning journalists.

### PARTICULARLY CONSIDERING

- When talking about brands, *The Times* readers are 25% more likely to mention ads
- 34% of *The Times* readers are more likely to purchase organic groceries than the national average
- On average £84.87 a week is spent on groceries by *The Times* readers, which is over £6 higher than the national average
- The Times* readers have 24 conversations about Food & Drink daily

### Food & Drink checklist

Get inspired and transform your eating habits with our selection of the finest gourmet goods, kitchen tech, tantalising recipes and food services on offer

#### Personalised cards crafted in luxury chocolate

The personalised Dulce Candy Chocolate collection gives you the power to create a unique message in a delicious medium. Each card is hand-crafted by a skilled chocolatier, ensuring a perfect finish and a delicious taste. Available to purchase at [dulcecandy.com/gifts](http://dulcecandy.com/gifts)

#### The London-based company cleaning up the coffee industry

PERCOL is a London-based company that is revolutionising the coffee industry. They are creating a new way of drinking coffee that is both sustainable and delicious. Visit [percol.co.uk](http://percol.co.uk) for more information.

#### Making Christmas Majestic for 40 years!

MAJESTIC has been making Christmas drinks for 40 years. They are known for their high-quality, award-winning drinks. Visit [majestic.co.uk](http://majestic.co.uk) for more information.

#### Look for the Red Tractor!

Red Tractor is a quality assurance scheme for food and drink products. It ensures that the products are of high quality and safe to eat. Visit [redtractor.co.uk](http://redtractor.co.uk) for more information.

#### Coppola ready-made soups, tomato sauces and organic ketchup with no added sugar

Coppola is a brand of ready-made soups, tomato sauces and organic ketchup. They are made with high-quality ingredients and no added sugar. Visit [coppola.co.uk](http://coppola.co.uk) for more information.

#### SodaStream unveils limited-edition Spirit Gold

SodaStream has unveiled a limited-edition Spirit Gold. It is a high-quality, award-winning product. Visit [sodastream.co.uk](http://sodastream.co.uk) for more information.

#### Festive delicacies infused with juniper

These festive delicacies are infused with juniper, giving them a unique flavour. Visit [juniper.co.uk](http://juniper.co.uk) for more information.

#### Elevate your culinary skills in your own home

ANOLON Teflon is a brand of cookware that is designed to help you elevate your culinary skills. Visit [anolon.co.uk](http://anolon.co.uk) for more information.

#### Howlingly good gin!

Howlingly good gin is a brand of gin that is made with high-quality ingredients. Visit [howlinglygood.co.uk](http://howlinglygood.co.uk) for more information.

**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

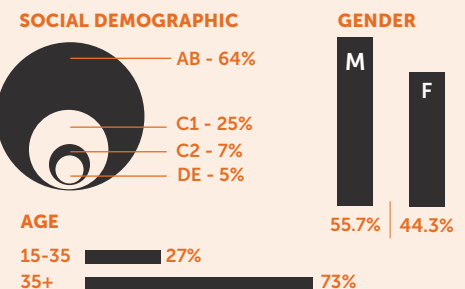
### RATE CARD

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

### DISTRIBUTION

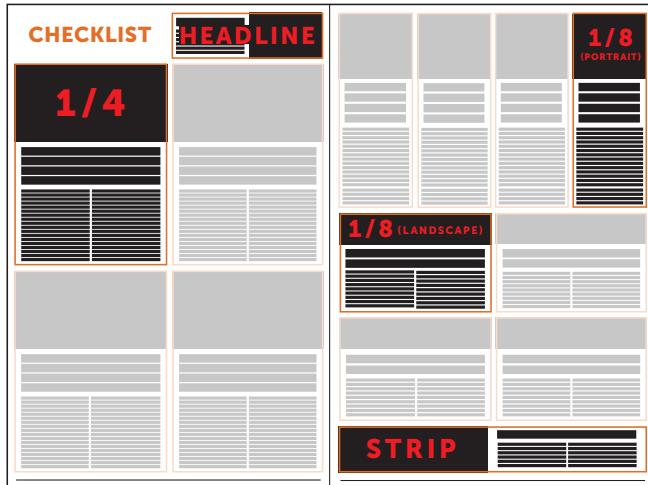
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

### 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

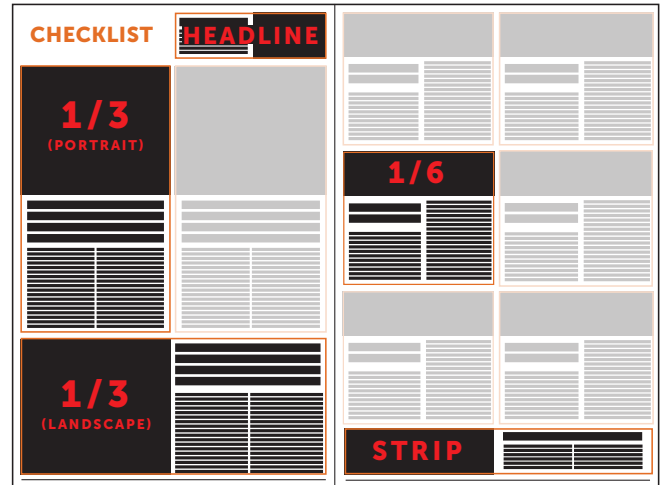
**Main body copy** 120-150 words

**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](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.

### CONTACT DETAILS

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# HURST MEDIA

The UK's trusted media partner