

Health and Wellbeing 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)

Health & Wellbeing Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

The Times boasts a mature readership, with 73% of its readers over the age of 35. **Health & Wellbeing Checklist** will therefore serve as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier lifestyle.

It showcases a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published in the Saturday edition of *The Times*, **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 64% of readers are AB social group
- 30% of *The Times* readers are over the age of 65
- *The Times* is read for an average of 76 minutes on a Saturday
- 63,000 *Times* readers are eating more healthy food than they have ever done in the past

Health and Wellbeing checklist

Your body is precious and it pays to look after yourself. Here are a number of ideas for your health.

The Slender way to reduce cravings and help you lose weight

Protein World is a leading authority on the science of weight loss. Their products are designed to help you lose weight without giving up on your favourite foods. Protein World's Slender range is a complete meal replacement system that is easy to use and delicious. It contains all the essential nutrients you need to stay healthy and active. Protein World's Slender range is available in a variety of flavours, including vanilla, chocolate and strawberry. It is also available in a variety of formats, including powder, sachets and ready-to-drink. Protein World's Slender range is a great way to lose weight and improve your health. Visit www.proteinworld.co.uk for more information.

When blisters strike, carry on with Compeed®

Compeed is a leading authority on the science of blister prevention. Their products are designed to help you prevent blisters before they start. Compeed's Compeed range is a complete blister prevention system that is easy to use and effective. It contains all the essential nutrients you need to stay healthy and active. Compeed's Compeed range is available in a variety of formats, including powder, sachets and ready-to-drink. Compeed's Compeed range is a great way to prevent blisters and improve your health. Visit [www.comped.co.uk](http://www.compeed.co.uk) for more information.

Knee pain sufferers unite with Neo G

Neo G is a leading authority on the science of knee pain relief. Their products are designed to help you relieve knee pain without giving up on your favourite activities. Neo G's Neo G range is a complete knee pain relief system that is easy to use and effective. It contains all the essential nutrients you need to stay healthy and active. Neo G's Neo G range is available in a variety of formats, including powder, sachets and ready-to-drink. Neo G's Neo G range is a great way to relieve knee pain and improve your health. Visit www.neog.co.uk for more information.

Love, safe sex and expectations

Love, safe sex and expectations. This is a guide to help you understand the science of love, safe sex and expectations. It contains all the essential information you need to stay healthy and active. Visit www.loveandsex.co.uk for more information.

Treat your swallowing and reflux problems

Iqoro is a leading authority on the science of swallowing and reflux problems. Their products are designed to help you treat these problems without giving up on your favourite foods. Iqoro's Iqoro range is a complete swallowing and reflux treatment system that is easy to use and effective. It contains all the essential nutrients you need to stay healthy and active. Iqoro's Iqoro range is available in a variety of formats, including powder, sachets and ready-to-drink. Iqoro's Iqoro range is a great way to treat swallowing and reflux problems and improve your health. Visit www.iqoro.co.uk for more information.

Looking to build your own home gym?

Looking to build your own home gym? This is a guide to help you understand the science of building a home gym. It contains all the essential information you need to stay healthy and active. Visit www.homegym.co.uk for more information.

Why protein should be top of your priority list

Protein is a leading authority on the science of protein. Their products are designed to help you understand the science of protein. It contains all the essential information you need to stay healthy and active. Visit www.protein.co.uk for more information.

The right way to take CBD

CBD is a leading authority on the science of CBD. Their products are designed to help you understand the science of CBD. It contains all the essential information you need to stay healthy and active. Visit www.cbd.co.uk for more information.

Making iron better...

Active Iron is a leading authority on the science of iron. Their products are designed to help you understand the science of iron. It contains all the essential information you need to stay healthy and active. Visit www.activeiron.co.uk for more information.

1.3m

Saturday print readership of *The Times*

70%

believe it is worth paying extra for quality products

34%

are likely to take action after seeing adverts in this section

39%

agree they tend to go for premium brands

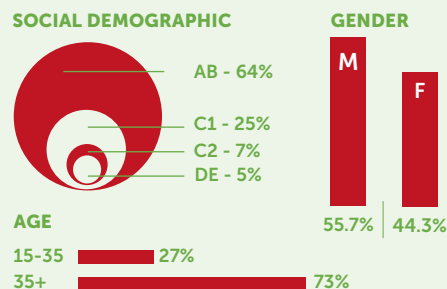
RATE CARD

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

DISTRIBUTION

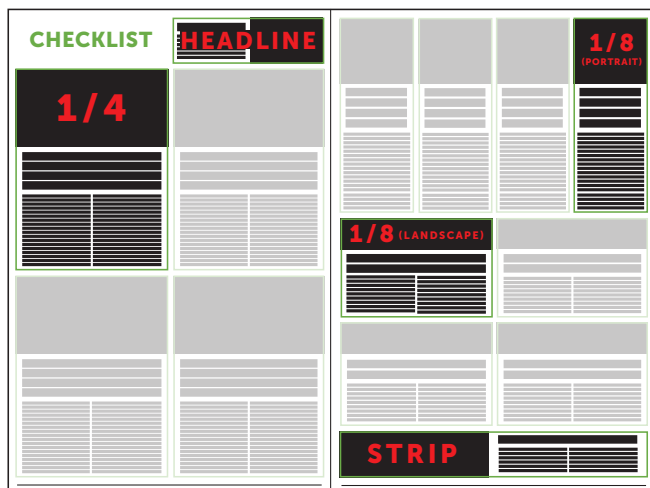
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

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

The UK's trusted media partner