

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 it properly. Here are a selection of ideas for - and why - healthy living.

The Slender way to reduce cravings and help you lose weight

Protein World is a leading authority on protein. Their Slender range of products is designed to help you lose weight and reduce cravings. It's a complete meal replacement that's easy to use and delicious. Protein World products are available in a range of flavours and are suitable for vegetarians and vegans.

When blisters strike, carry on with Compeed®

Compeed is the leading brand of blister plasters. Their products are designed to protect your skin from blisters and to help you carry on with your daily activities. Compeed products are available in a range of sizes and are suitable for all ages.

Knee pain sufferers unite with Neo G

Neo G is a leading brand of knee pain relief products. Their products are designed to help you relieve knee pain and to improve your mobility. Neo G products are available in a range of forms and are suitable for all ages.

High-quality contact lenses at affordable prices delivered straight to your door

VisionDirect is a leading online retailer of contact lenses. They offer a wide range of high-quality contact lenses at affordable prices. VisionDirect products are delivered straight to your door.

Love, safe sex and expectations

Durex is a leading brand of condoms. Their products are designed to help you stay safe and to enhance your sexual experience. Durex products are available in a range of sizes and are suitable for all ages.

Treat your swallowing and reflux problems

Iqoro is a leading brand of reflux and swallowing products. Their products are designed to help you treat your reflux and swallowing problems. Iqoro products are available in a range of forms and are suitable for all ages.

Looking to build your own home gym?

JUL is a leading brand of home gym equipment. Their products are designed to help you build your own home gym. JUL products are available in a range of forms and are suitable for all ages.

Why protein should be top of your priority list

UP BEAT is a leading brand of protein supplements. Their products are designed to help you increase your protein intake and to improve your health. UP BEAT products are available in a range of flavours and are suitable for all ages.

The right way to take CBD

satipharm CBD is a leading brand of CBD products. Their products are designed to help you take CBD the right way. satipharm CBD products are available in a range of forms and are suitable for all ages.

Making iron better...

ACTIVE IRON is a leading brand of iron supplements. Their products are designed to help you increase your iron intake and to improve your health. ACTIVE IRON products are available in a range of forms and are suitable for all ages.

ADVERTISEMENT

Love, safe sex and expectations

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Why protein should be top of your priority list

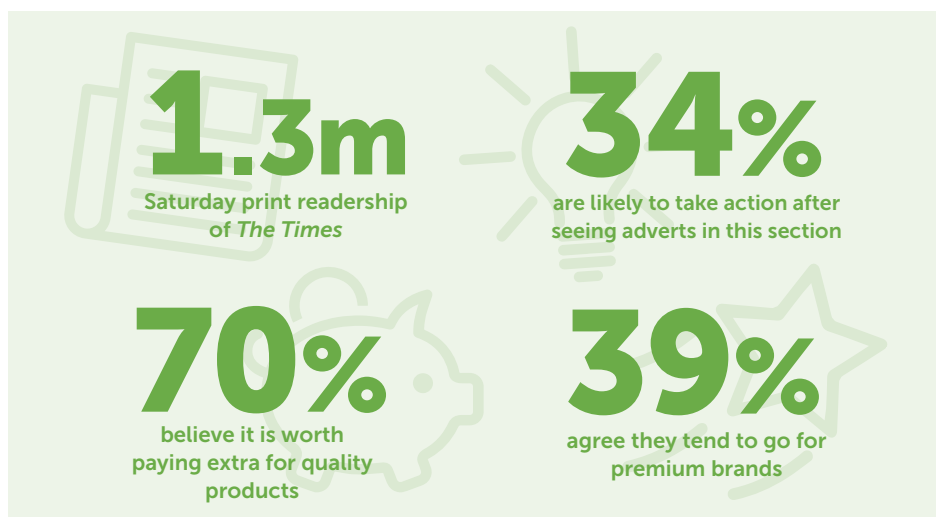
UP BEAT is a leading brand of protein supplements. Their products are designed to help you increase your protein intake and to improve your health. UP BEAT products are available in a range of flavours and are suitable for all ages.

The right way to take CBD

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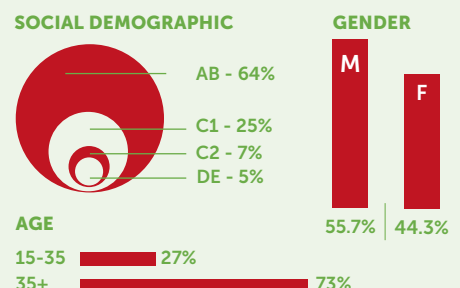
RATE CARD

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

DISTRIBUTION

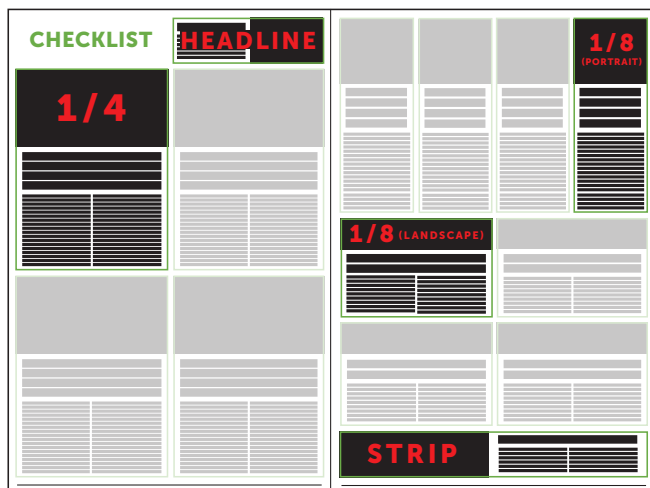
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

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

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