

Motoring

checklist



PUBLISHED WITH **THE TIMES** SATURDAY 1 FEBRUARY 2020

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

Motoring Checklist: The North Edition is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

Thanks to first-rate content by the some of the most respected motoring journalists, *The Times* is the perfect vehicle for showcasing Motoring Checklist: The North Edition, which will serve as an essential guide for readers to discover more about the glamorous world of cars.

It presents a high-quality selection of products and services to benefit driving enthusiasts, ranging from classic car auctions, dealerships, car insurance and leasing options, mechanics and paint jobs, as well as car holidays and days out.

With *Times* readers over three times more likely to spend £20,000 or more on a car, Motoring Checklist: The North Edition published with *The Times*, is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, who are highly susceptible and confident in making their buying decisions.

PARTICULARLY CONSIDERING

- Three in five readers plan to buy a new vehicle in the next 12 months
- *The Times* reaches 938,000 readers within the affluent ABC1 demographic
- *Times* readers have a mean family income of £55,885
- *The Times* readers are 25% more likely to mention ads when they talk about brands
- *The Times* is read for an average of 76 minutes on a Saturday

Motoring checklist

Is this the perfect car for you? Or is it just a car? Find out with our Motoring Checklist. It's the perfect guide to help you choose the right car for you.

Freshen up your ride

Available as part of a £1000 car insurance policy, this is the perfect way to keep your car in top condition. It includes a full service, oil change, and a new set of tyres.

Protect your vehicle's bodywork with the new MICHELIN parking protectors

Available as part of a £1000 car insurance policy, this is the perfect way to keep your car in top condition. It includes a full service, oil change, and a new set of tyres.

Discover the new Land Rover at Kentdale

Available as part of a £1000 car insurance policy, this is the perfect way to keep your car in top condition. It includes a full service, oil change, and a new set of tyres.

Continental tyres: all weathers, all winners

Available as part of a £1000 car insurance policy, this is the perfect way to keep your car in top condition. It includes a full service, oil change, and a new set of tyres.

Buying a used car? Watch out for hidden history

Available as part of a £1000 car insurance policy, this is the perfect way to keep your car in top condition. It includes a full service, oil change, and a new set of tyres.

Experience BMW luxury class

Available as part of a £1000 car insurance policy, this is the perfect way to keep your car in top condition. It includes a full service, oil change, and a new set of tyres.

Savour these new moments of Triumph

Available as part of a £1000 car insurance policy, this is the perfect way to keep your car in top condition. It includes a full service, oil change, and a new set of tyres.

Drive off in a new motor without having to sign a lengthy contract

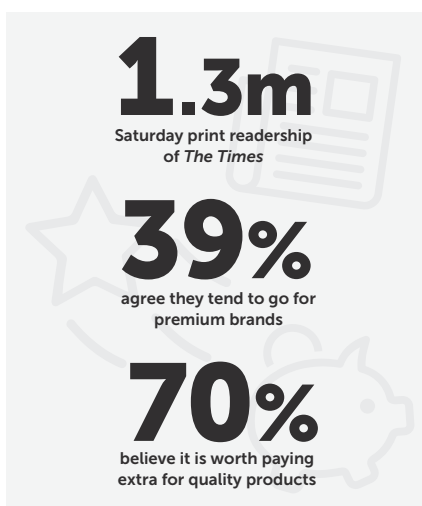
Available as part of a £1000 car insurance policy, this is the perfect way to keep your car in top condition. It includes a full service, oil change, and a new set of tyres.

Mercedes-Benz AMG: opening up the world of driving performance

Available as part of a £1000 car insurance policy, this is the perfect way to keep your car in top condition. It includes a full service, oil change, and a new set of tyres.

The world's smallest electric vehicle charger

Available as part of a £1000 car insurance policy, this is the perfect way to keep your car in top condition. It includes a full service, oil change, and a new set of tyres.



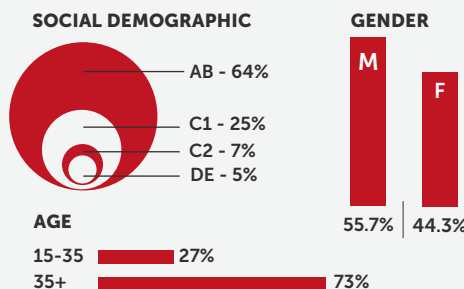
RATE CARD

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

DISTRIBUTION

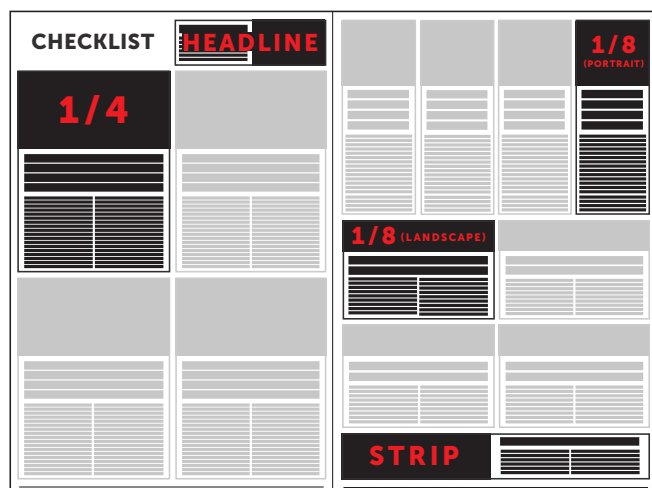
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

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

EIGHTH PAGE

Landscape: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

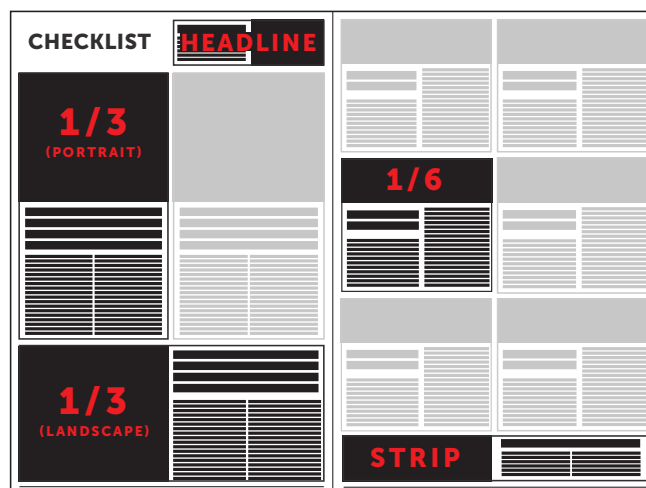
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	1 image + logo

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

SIXTH PAGE

Landscape: 132 x 89.7 mm

Total word count	200-300 words	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	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

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