Motoring 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)

Motoring Checklist: The South 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 South Edition**, which will serve as an essential guide for readers to discover more about the glamourous 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 South 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

1.3m
Saturday print readership of *The Times*

39%
agree they tend to go for premium brands

70%
believe it is worth paying extra for quality products

RATE CARD

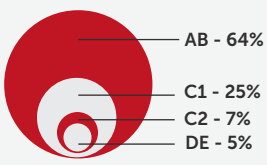
Third page	**£8,500**
Quarter page	**£6,750**
Sixth page	**£5,000**
Competition Partnership (Advertorial or Advert)	**P.O.A.**

DISTRIBUTION

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

DEMOGRAPHICS

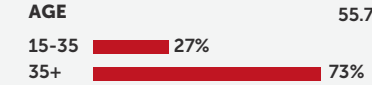
SOCIAL DEMOGRAPHIC



GENDER

55.7% | 44.3%

AGE

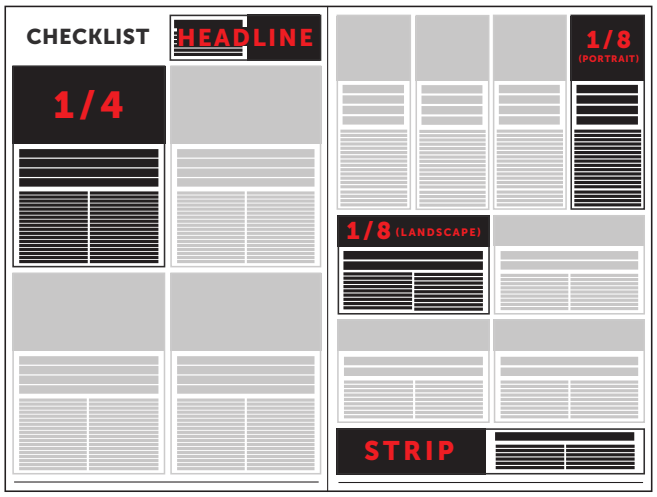


*All facts and figures from News UK, ABC or PAMCo

Motoring Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*
All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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

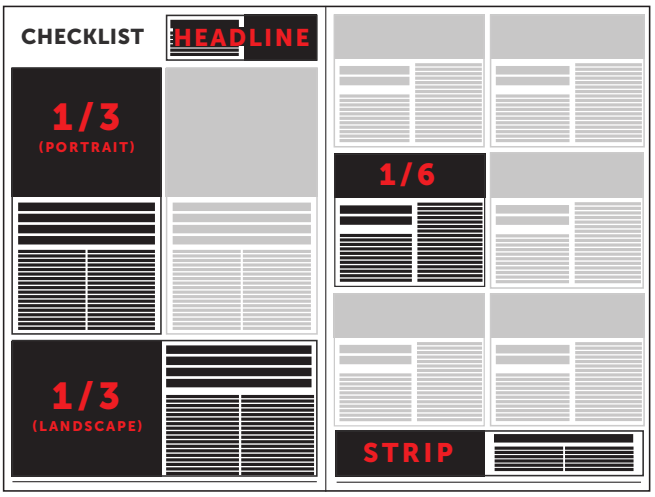
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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 *wetransfer.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 by 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.

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