

[illegible]

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

- 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.co.uk

In the magazine to help you register your interest in keeping up with what's new. There are a checklist of items to read your first issue.

Buying a used car? Watch out for hidden history

Buying a used car, and managing your own car, is a complex task. It's not just about the car itself, but also about the history of the car. A car's history can be a mine of information, and it's important to know what to look for. A car's history can be a mine of information, and it's important to know what to look for. A car's history can be a mine of information, and it's important to know what to look for.

Experience BMW luxury class

Experience the BMW luxury range at our first Cooper motorist or easily accessible locations. Choose, Munich, South, Toronto and York, and experience the very best of BMW. Search: Google BMW or call 020 225 7152.

Freshen up your ride

From maintenance to repairs, we have everything you need to keep your car in top condition. We have everything you need to keep your car in top condition. We have everything you need to keep your car in top condition.

Continental tyres: all weathers, all winners

Continental tyres are the most popular choice for car owners. They are known for their durability and performance. They are known for their durability and performance. They are known for their durability and performance.

Savour these new moments of Triumph

The result is a new generation of Triumph motorcycles. They are known for their durability and performance. They are known for their durability and performance. They are known for their durability and performance.

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

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

The world's smallest electric vehicle

THE DISCOVER NEW Land Rover at Kentdale

Mercedes-Benz AMG opening up the world of driving performance

To enjoy a further £200 discount across the entire range of the new Range Rover

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believe it is worth paying
extra for quality products.



DEMOGRAPHICS

AGE

15-35 27%

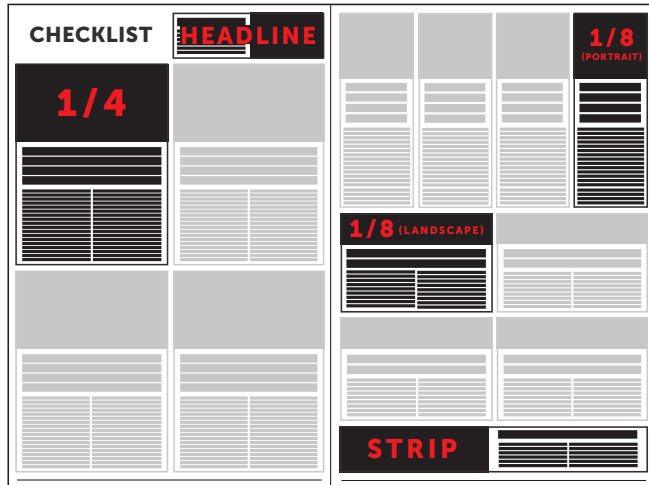
35+



All facts and figures from News UK, ABC or PAMCo

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

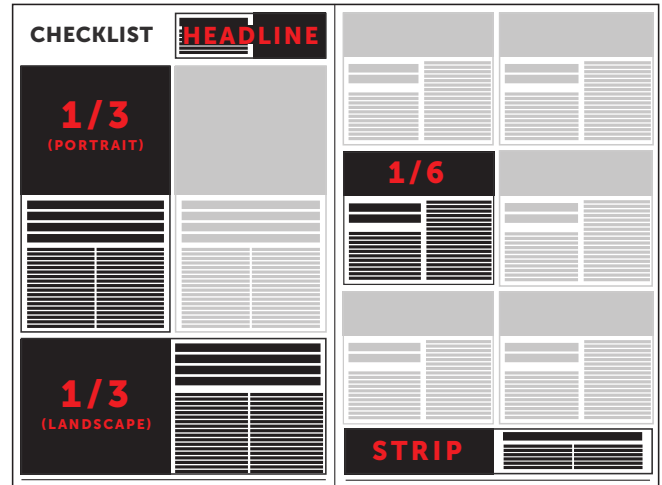
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	1 image + logo

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

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HURST MEDIA

The UK's trusted media partner