

Pets & Animals

checklist



PUBLISHED WITH THE  TIMES SATURDAY 20 FEBRUARY 2020

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

The **Pets & Animals Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

The *Times* readers have an average family income of £55,885. This wealthy readership believes it is worth paying extra for quality products and services. The **Pets & Animals Checklist** serves as an essential guide for animal lovers looking to make the best choices available for their pets.

The **Pets & Animals Checklist** showcases a high-quality selection of products and services for pets and their owners, ranging from food options, veterinary care, training classes, grooming equipment and services, charities, insurance, equine pursuits, exotic/tropical animals, pet-friendly hotels/restaurants and toys and accessories.

Published on a Saturday, the **Pets & Animals Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience who are looking for ways to keep their animals healthy and happy.

PARTICULARLY CONSIDERING

- When talking about brands, *The Times* readers are 25% more likely to mention ads
- *The Times* is read for an average of 76 minutes on a Saturday
- 45,000 *Times* readers own a pet
- 64% of *Times* readers are AB social group

Pets and Animals checklist

THE BEST THINGS TO DO FOR YOUR PET THIS WEEKEND

A dog walker's second best friend

...and the most reliable way to keep your dog safe and happy.

Hand-made luxury beds your dog will love

...and the most reliable way to keep your dog safe and happy.

Healthy nutrition for your feline friends

...and the most reliable way to keep your dog safe and happy.

LickMat: the UK's number one bestselling boredom buster

...and the most reliable way to keep your dog safe and happy.

animonda

...and the most reliable way to keep your dog safe and happy.

sharples

...and the most reliable way to keep your dog safe and happy.

THE TIMES

First for football

Students turn against free speech amid culture of conformity

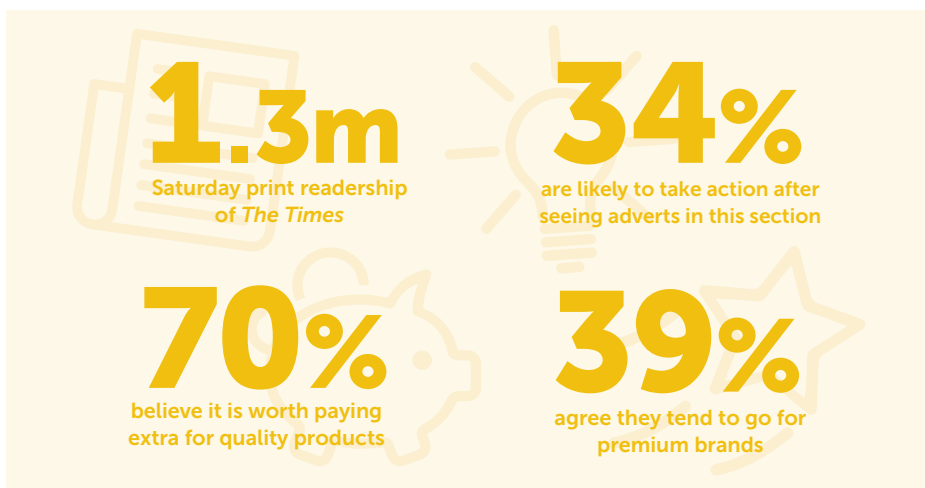
Parties clash over claim Corbyn will spend £1trn

Shy society... half of us are shrinking violets

THE TIMES Weekend

I was relieved when my parents split up

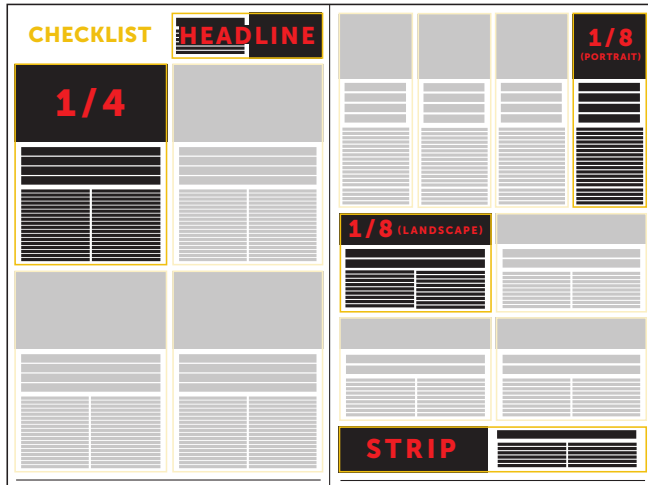
French women's latest accessory: Le Toy Boy?



RATE CARD		DISTRIBUTION		DEMOGRAPHICS	
Third page	£8,500	• 536,240 copies of <i>The Times</i> published on a Saturday		SOCIAL DEMOGRAPHIC	GENDER
Quarter page	£6,750	• 1,320,000 average print Saturday readership			
Sixth page	£5,000	• Distributed UK wide		AGE	
Competition Partnership (Advertorial or Advert)	P.O.A.			15-35 27%	
				35+ 73%	

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

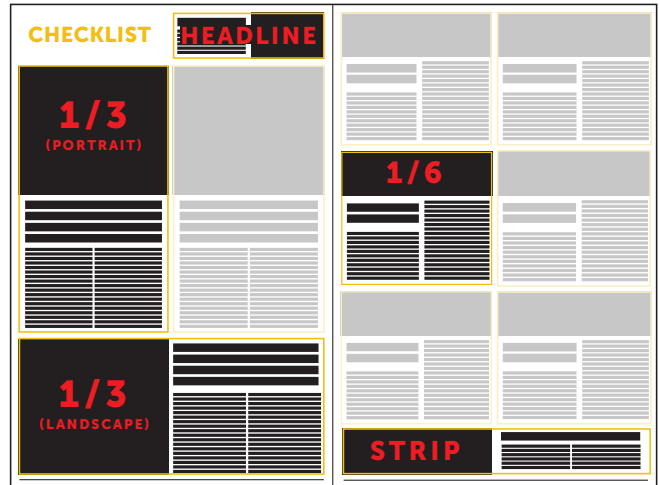
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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