

Travel

checklist



PUBLISHED WITH **THE TIMES** 22 FEBRUARY 2020

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

The **Travel Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of *The Times*.

The Times readers spend on average £3,700 per year on holidays and with an average family income of £55,885, this wealthy readership believes it is worth paying extra for quality products and services. The **Travel Checklist** therefore serves as an essential guide for readers who are looking for new and exciting ways to explore.

Published at a time when readers are beginning to make their buying decisions for 2020, the **Travel Checklist** showcases a selection of products and services to benefit those planning day trips and long weekends, along with upcoming summer retreats - whilst highlighting some of the best holiday destinations, accommodations, tourist attractions and spa breaks. Featuring with this article therefore presents an amazing opportunity to directly target a new, affluent and actively engaged audience, nationally.

PARTICULARLY CONSIDERING

- 3.6 average amount of holidays taken by *The Times* readers in the last 12 months
- £4.9 billion spend on holidays by *The Times* readers in the last 12 months
- 44% of *Times* readers try to visit different places on holiday every time
- 64% of *Times* readers are in the AB social-economic profile

Travel checklist

Discover your ideal holiday in the new section of the weekend supplement. It's packed with the best holiday destinations, accommodations, tourist attractions and spa breaks. It's the perfect guide for readers who are looking for new and exciting ways to explore.

Pembrokeshire: visit this season

Discover the best of Pembrokeshire's coastline and countryside. From the rugged cliffs of Porthcerry to the peaceful beaches of Tenby, there's something for everyone. Visit this season and enjoy the best of Pembrokeshire.

Enjoy London life - stay at Strand Palace!

Experience the best of London at Strand Palace. With its central location and modern amenities, it's the perfect choice for your London trip. Enjoy the city's best sights and sounds from the comfort of your room.

Heathrow Express: the fastest way to Heathrow

Travel from London to Heathrow in just 15 minutes with Heathrow Express. It's the fastest and most reliable way to get to the airport. Book your ticket today.

Escape without leaving the city

Enjoy a day of relaxation and adventure in the heart of London. From the city's best parks to its most exciting attractions, there's something for everyone. Escape without leaving the city.

Have a Dreamland family day down in Margate

Enjoy a day of fun and excitement at Dreamland Margate. With its thrilling rides and beautiful grounds, it's the perfect choice for a family day out. Book your ticket today.

Great value breaks in Torquy

Enjoy a great value break in Torquy. With its beautiful coastline and modern amenities, it's the perfect choice for a family break. Book your ticket today.

With 50 UK destinations to choose from, a British break is just the thing for the family

Enjoy a British break in one of our 50 UK destinations. From the coast to the city, there's something for everyone. Book your ticket today.

Build your confidence among the tree tops!

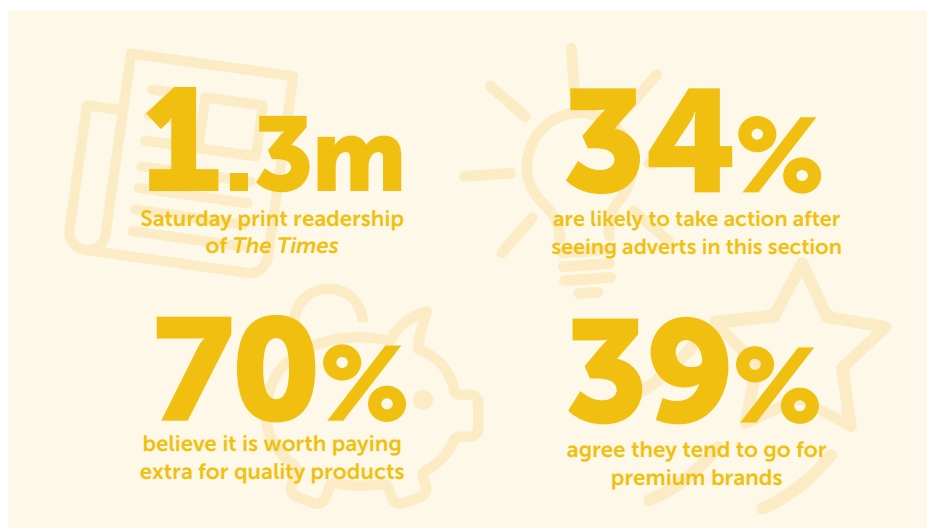
Enjoy a day of adventure and excitement at the tree tops. From the city's best parks to its most exciting attractions, there's something for everyone. Build your confidence among the tree tops.

A hidden gem on the island of Crete

Discover a hidden gem on the island of Crete. From the city's best parks to its most exciting attractions, there's something for everyone. Book your ticket today.

Jamaica: the jewel of the Caribbean

Discover the jewel of the Caribbean. From the city's best parks to its most exciting attractions, there's something for everyone. Book your ticket today.



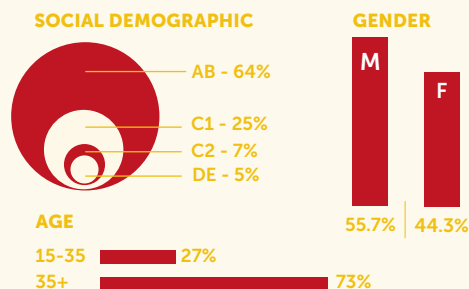
RATE CARD

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

DISTRIBUTION

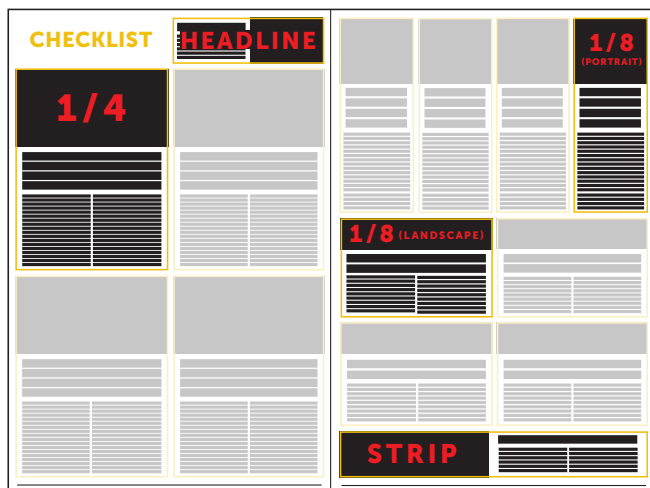
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

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	2 images + logo

EIGHTH PAGE

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

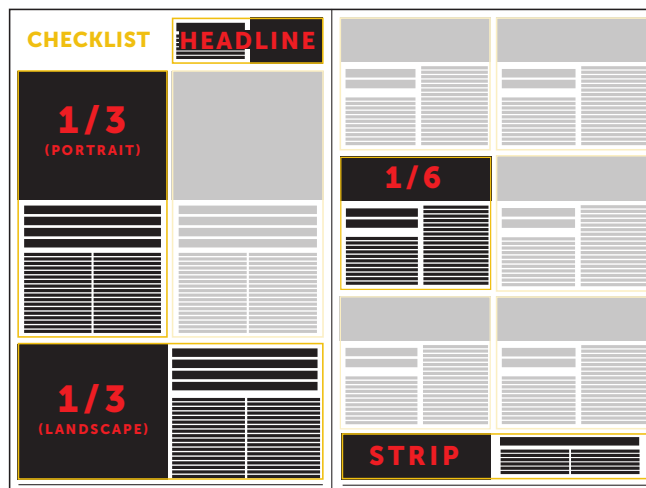
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 268 x 42.5 mm

Total word count	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

Total word count	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.

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