

# Travel

## 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)

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

Whether you're looking to travel for the first time or you're a seasoned traveller, this is the ultimate guide to help you plan your trip. It's packed with insider tips, expert advice and the latest news on travel restrictions and safety. Find out more at [www.travelchecklist.co.uk](http://www.travelchecklist.co.uk)

### Pembrokeshire: visit this season

Discover the beauty of Pembrokeshire, a stunning coastline with world-class beaches, historic castles and charming villages. Visit this season to enjoy the best of the Welsh coast. Find out more at [www.visitpembrokeshire.co.uk](http://www.visitpembrokeshire.co.uk)

### Enjoy London life - stay at Strand Palace

Experience the heart of London from the heart of the city. Strand Palace offers a luxurious stay in the heart of the Strand, with stunning views of the River Thames and the Houses of Parliament. Find out more at [www.strandpalace.co.uk](http://www.strandpalace.co.uk)

### Heathrow Express: the fastest way to Heathrow

Travel from central London to Heathrow Airport in just 15 minutes. Heathrow Express is the fastest and most reliable way to get to the airport. Find out more at [www.heathrowexpress.co.uk](http://www.heathrowexpress.co.uk)

### Have a Dreamland family day down in Margate

Enjoy a day of fun and excitement at Dreamland Margate. With its iconic rollercoaster and a variety of other rides, it's the perfect place for a family day out. Find out more at [www.dreamlandmargate.co.uk](http://www.dreamlandmargate.co.uk)

### Escape without leaving the city

Experience the best of the city without leaving the city. Escape without leaving the city with a stay at one of our city centre hotels. Find out more at [www.citycentrehotels.co.uk](http://www.citycentrehotels.co.uk)

### Great value breaks in Torquay

Enjoy a great value break in Torquay, a beautiful coastal town with a variety of attractions and activities. Find out more at [www.torquaybreaks.co.uk](http://www.torquaybreaks.co.uk)

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

Discover the best of the UK with a British break. With 50 destinations to choose from, there's something for everyone. Find out more at [www.britishbreaks.co.uk](http://www.britishbreaks.co.uk)

### Build your confidence among the tree tops

Build your confidence and enjoy a unique experience among the tree tops. Find out more at [www.confidence.co.uk](http://www.confidence.co.uk)

### A hidden gem on the island of Crete

Discover a hidden gem on the island of Crete. With its stunning beaches and historic sites, it's a perfect place for a holiday. Find out more at [www.crete.co.uk](http://www.crete.co.uk)

### Jamaica: the jewel of the Caribbean

Discover the jewel of the Caribbean, Jamaica. With its beautiful beaches, vibrant culture and delicious food, it's a perfect place for a holiday. Find out more at [www.jamaica.co.uk](http://www.jamaica.co.uk)

**1.3m**

Saturday print readership of *The Times*

**34%**

are likely to take action after seeing adverts in this section

**70%**

believe it is worth paying extra for quality products

**39%**

agree they tend to go for premium brands

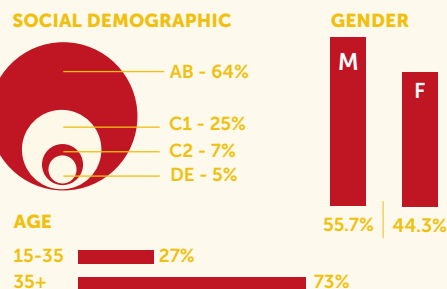
### RATE CARD

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

### DISTRIBUTION

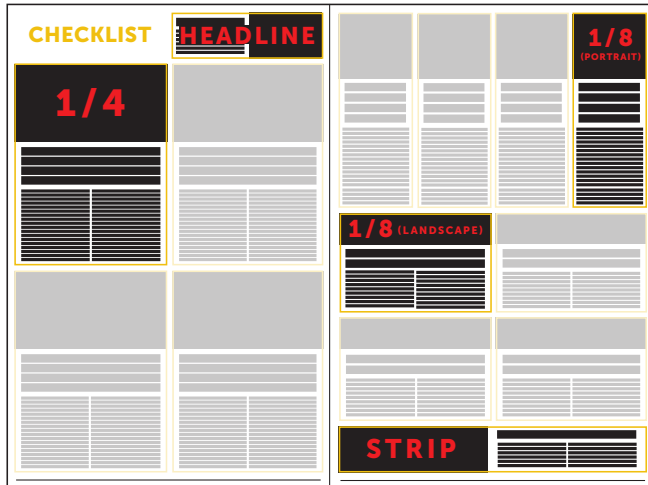
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

### 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

<b>Total word count</b>	200-250 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### EIGHTH PAGE

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

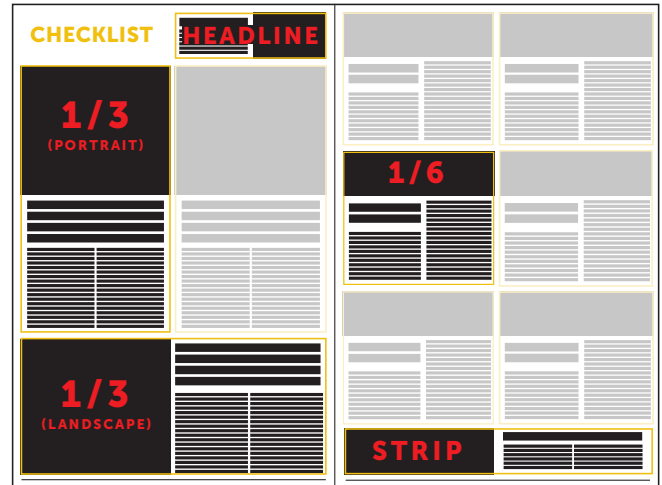
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 268 x 42.5 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

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

### SIXTH PAGE

Landscape: 132 x 89.7 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 134 x 42.5 mm

<b>Total word count</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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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