

Care checklist



PUBLISHED WITH THE TIMES ON SATURDAYS

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

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

The Times Weekend boasts a mature readership, with 84% of its readers over the age of 45. The **Care Checklist** will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement.

It showcases a high-quality selection of products and services, ranging from activities and leisure, mobility options, legal advice, residential homes, nursing homes, care homes and healthcare options.

Published in the Saturday edition of *The Times*, the **Care Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 67% of readers are AB social group
- 84% of *Times* Weekend readers are over the age of 45
- *The Times* is read for an average of 54 minutes on a Saturday

Renovex your body!

A FULLY SUPPORTED 1200mg Renovex supplement is the only one that can help you lose weight, improve your skin, and boost your energy. It's the only supplement that can help you lose weight, improve your skin, and boost your energy. It's the only supplement that can help you lose weight, improve your skin, and boost your energy.

Find out how Renovex can help you at renovex.co.uk

Will you leave the gift of a Marie Curie Nurse like Lynne or Bindi in your Will?

IF YOU LEAVE A LIVED-IN Marie Curie Nurse in your Will, you can ensure that your loved one is cared for in the way they want to be. Marie Curie Nurses are the only nurses who can provide the care you need in your own home. They can help you with everything from personal care to medical care. They can help you with everything from personal care to medical care.

Phone call 0800 716 745 or search Marie Curie on Google to find your nearest Marie Curie Nurse.

A care seeker's guide to the galaxy

With a growing number of care seekers, it's important to know where to look for the best care. The Care Seeker's Guide to the Galaxy is the only guide that can help you find the best care for your loved one. It's the only guide that can help you find the best care for your loved one.

For more details, visit athena.co.uk

The microscopic implant for glaucoma

GLAUKOS CAN HELP TO STOP YOUR GLAUKOS FROM GETTING WORSE. It's the only implant that can help you stop your glaucoma from getting worse. It's the only implant that can help you stop your glaucoma from getting worse.

For more details, visit glaukos.co.uk

If we don't, who will?

YOUR LAST WISHES ARE YOUR OWN. They can be as simple as 'I want to be cared for in the way I want to be'. They can be as simple as 'I want to be cared for in the way I want to be'. They can be as simple as 'I want to be cared for in the way I want to be'.

For more details, visit pensionplan.co.uk

97% of people want to stay in their own home in later life

With a growing number of people wanting to stay in their own home in later life, it's important to know where to look for the best care. The Care Seeker's Guide to the Galaxy is the only guide that can help you find the best care for your loved one. It's the only guide that can help you find the best care for your loved one.

For more details, visit athena.co.uk

Feel safe on your stairs with an Acorn Stairlift

ACORN STAIRLIFTS CAN HELP YOU STAY SAFE ON YOUR STAIRS. It's the only stairlift that can help you stay safe on your stairs. It's the only stairlift that can help you stay safe on your stairs.

Call us on 0800 716 745 or visit acornstairlifts.co.uk

Insurance cover gives peace of mind for both you and your furry companion

INSURANCE CAN HELP YOU KEEP YOUR FURRY COMPANION SAFE. It's the only insurance that can help you keep your furry companion safe. It's the only insurance that can help you keep your furry companion safe.

For more details, visit pensionplan.co.uk

Take action: don't lose sight of your retirement dreams

MACULAR SOCIETY CAN HELP YOU TAKE ACTION. It's the only society that can help you take action. It's the only society that can help you take action.

Order your free Eye Health Kit today at macularsociety.co.uk

Checklist readers can get 10% off their pension plan

MACULAR SOCIETY CAN HELP YOU GET 10% OFF YOUR PENSION PLAN. It's the only society that can help you get 10% off your pension plan. It's the only society that can help you get 10% off your pension plan.

For more details, visit pensionplan.co.uk

Take control of your pension savings with an online plan

MACULAR SOCIETY CAN HELP YOU TAKE CONTROL OF YOUR PENSION SAVINGS. It's the only society that can help you take control of your pension savings. It's the only society that can help you take control of your pension savings.

For more details, visit pensionplan.co.uk

1m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

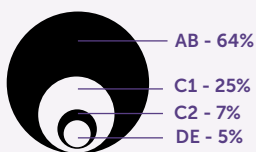
believe it is worth paying extra for quality products

39%

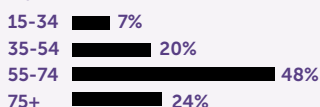
agree they tend to go for premium brands

DEMOGRAPHICS

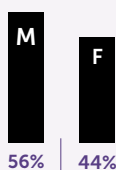
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 467,325 copies of *The Times* published on a Saturday
- 1,077,000 average print Saturday readership
- Distributed UK wide

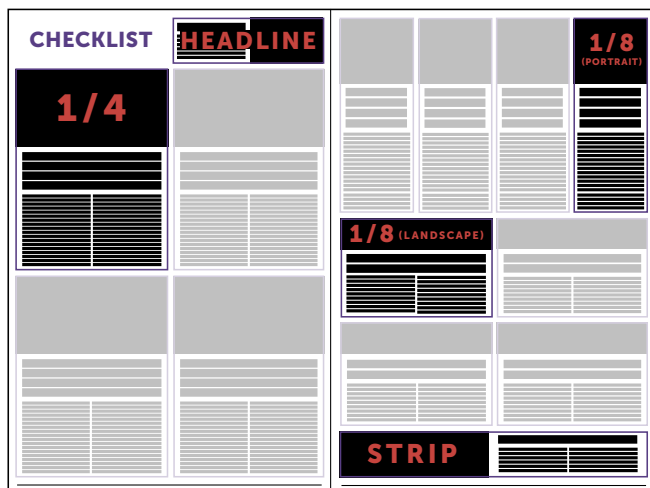
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

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

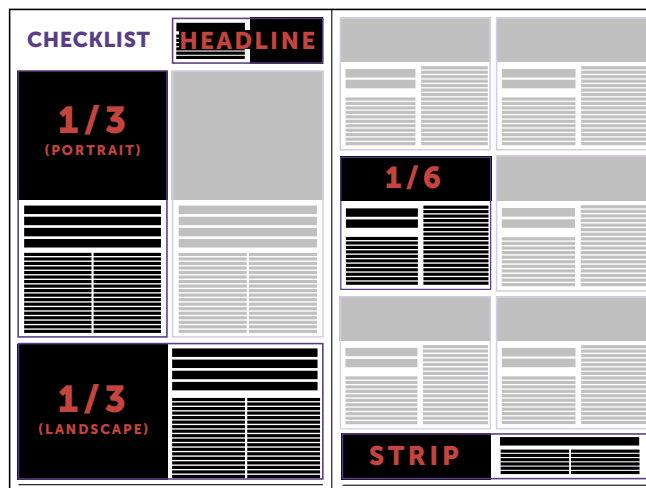
Total word count 120-150 words

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: 132 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 reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

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 the free file sharing service [wetransfer.com](https://www.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 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 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.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

Hurst Media Company, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

Care 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

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