

NEW YEAR'S RESOLUTIONS

checklist



PUBLISHED WITH THE  TIMES ON SATURDAYS

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

New Year's Resolutions Checklist is a full-colour, tabloid-sized, double-page spread of advertorial content published in the Weekend section of the Saturday Times.

The Times boasts a mature readership, with 84% of its readers over the age of 45.

New Year's Resolutions Checklist will therefore serve as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier and happier lifestyle.

It will showcase a high-quality selection of products and services for a new year and a new you, ranging from health, fitness, nutrition, diet, finance, supplements, giving up smoking or drinking, and beauty and aesthetics solutions.

Published in the Saturday edition of *The Times*, New Year's Resolutions Checklist is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

PARTICULARLY CONSIDERING

- The Times* is read for an average of 54 minutes on a Saturday
- 63,000 *Times* readers are eating more healthy food than they have in the past
- Times* readers have a mean family income of £55,885.

NEW YEAR'S RESOLUTIONS checklist

Get that extra bit of motivation to make your New Year's resolutions a reality. From health and fitness to home improvements, we've got you covered.

Effortless savings on your energy bills, forever

Save cash on tech!

Save cash on your energy bills with our exclusive offer. Get a £50 credit towards your energy bills when you sign up to our service.

Save cash on your tech with our exclusive offer. Get a £50 credit towards your tech when you sign up to our service.

Save cash on your home improvements with our exclusive offer. Get a £50 credit towards your home improvements when you sign up to our service.

Here's a surprising fact - many investment companies still use fax machines in their back office

Save cash on your investment with our exclusive offer. Get a £50 credit towards your investment when you sign up to our service.

Save cash on your home improvements with our exclusive offer. Get a £50 credit towards your home improvements when you sign up to our service.

The ultimate implant experience

Save cash on your implant with our exclusive offer. Get a £50 credit towards your implant when you sign up to our service.

Save cash on your home improvements with our exclusive offer. Get a £50 credit towards your home improvements when you sign up to our service.

Thriving joyfully with a vegan lifestyle choice

Save cash on your vegan lifestyle with our exclusive offer. Get a £50 credit towards your vegan lifestyle when you sign up to our service.

Save cash on your home improvements with our exclusive offer. Get a £50 credit towards your home improvements when you sign up to our service.

Land your dream tech job with Learning People's Spring Upskill programme

Save cash on your tech job with our exclusive offer. Get a £50 credit towards your tech job when you sign up to our service.

Save cash on your home improvements with our exclusive offer. Get a £50 credit towards your home improvements when you sign up to our service.

Intriguing gifts for healthy drinkers

Save cash on your healthy drinks with our exclusive offer. Get a £50 credit towards your healthy drinks when you sign up to our service.

Save cash on your home improvements with our exclusive offer. Get a £50 credit towards your home improvements when you sign up to our service.

Looking to build your own home gym? Look no further.

Save cash on your home gym with our exclusive offer. Get a £50 credit towards your home gym when you sign up to our service.

Save cash on your home improvements with our exclusive offer. Get a £50 credit towards your home improvements when you sign up to our service.

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%

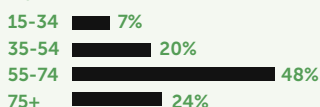
agree they tend to go for premium brands

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

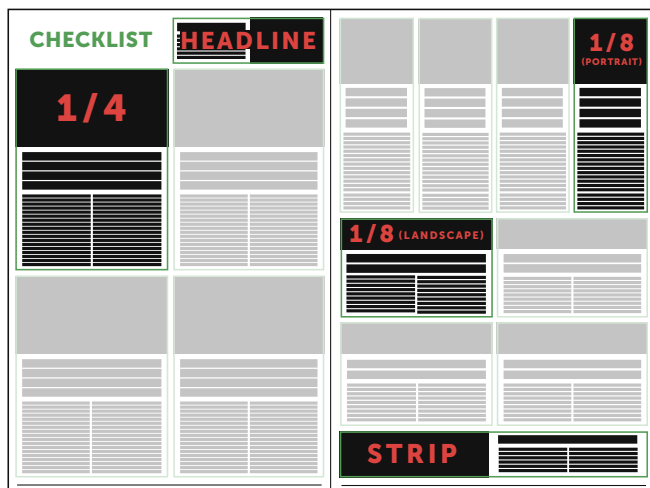
RATE CARD

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

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New Year's Resolutions 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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