

# Yachting & Boating

## checklist

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

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

With a daily readership of over one million people, of which 67% are in the AB social-economic profile, *The Times* boasts an audience of wealthy people. This affluent readership believes it is worth paying extra for quality products and services. **Yachting & Boating Checklist** will therefore serve as an essential guide for readers who are looking for new and exciting ways to spend their money.

The **Yachting & Boating Checklist** showcases a high-quality selection of products and services, ranging from boating/sailing holidays, short breaks, exhibitions & outings, water sports/activities, rentals and boating essentials.

Published on a Saturday, it's 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 yachting & boating products and services.

### PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 20,000 *Times* readers have taken part in water sports/activities
- *The Times* is read for an average of 76 minutes on a Saturday
- 21,000 readers of *The Times* have visited boat show exhibitions



### Yachting & Boating checklist

To offer our readers a full range of products and services, we have compiled a checklist of the best yachting and boating products and services available.

#### Sail Away Yacht Holidays

For a full range of sailing holidays, visit [www.sailaway.co.uk](#)

#### The best stocked sailing equipment

For a full range of sailing equipment, visit [www.sailaway.co.uk](#)

#### Take a romantic dinner cruise for two

For a full range of romantic dinner cruises, visit [www.sailaway.co.uk](#)

#### Leave your cares behind with a boating trip

For a full range of boating trips, visit [www.sailaway.co.uk](#)

#### Exhilarating kayaking trips

For a full range of kayaking trips, visit [www.sailaway.co.uk](#)

#### Buy, sell and rent houseboats hassle free

For a full range of houseboats, visit [www.sailaway.co.uk](#)

#### Premier Houseboats for Sale in the UK

For a full range of houseboats for sale, visit [www.sailaway.co.uk](#)

#### Great British Boating Essentials

For a full range of boating essentials, visit [www.sailaway.co.uk](#)

#### Water activities and experiences

For a full range of water activities, visit [www.sailaway.co.uk](#)

#### Luxury All-Inclusive Yacht Holidays

For a full range of luxury yacht holidays, visit [www.sailaway.co.uk](#)

#### A luxury two-night boat trip for two

For a full range of luxury boat trips, visit [www.sailaway.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

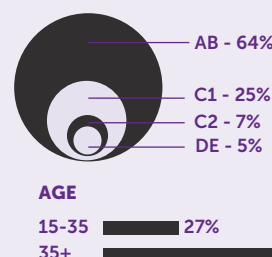
Third page	<b>£6,000</b>
Quarter page	<b>£4,500</b>
Sixth page	<b>£3,250</b>
Competition Partnership (Advertorial or Advert)	<b>P.O.A.</b>

### DISTRIBUTION

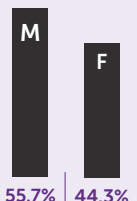
- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

### DEMOGRAPHICS

#### SOCIAL DEMOGRAPHIC

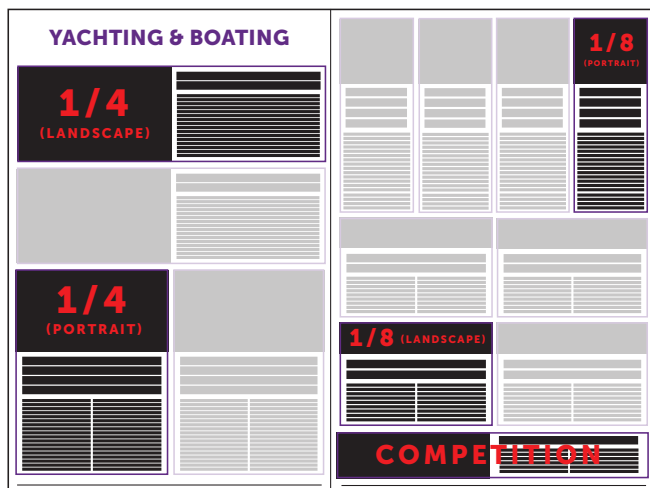


#### GENDER



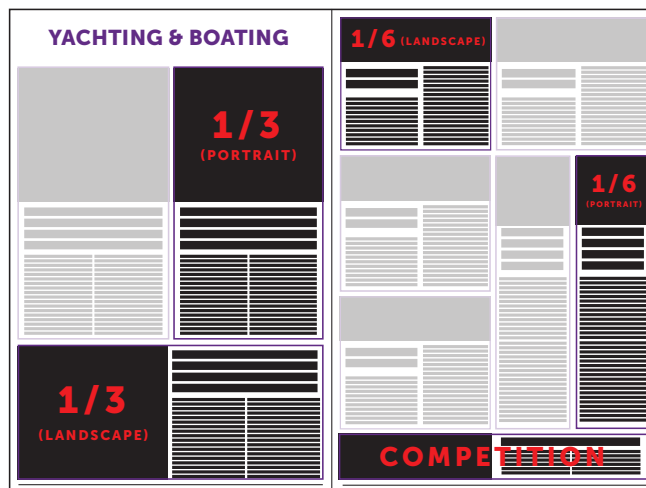
## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### QUARTER PAGE

Landscape: 268 x 66.25 mm  
Portrait: 132 x 136.6 mm

<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-250 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 high resolution images*

### EIGHTH PAGE

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

<b>Headline</b>	Written in-house
<b>Main body copy</b>	70-100 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1 high resolution image*

### THIRD PAGE

Landscape: 268 x 89.7 mm  
Portrait: 183.6 x 132 mm

<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1-3 high resolution images*

### SIXTH PAGE

Landscape: 132 x 89.7 mm  
Portrait: 183.6 x 64 mm

<b>Headline</b>	Written in-house
<b>Main body copy</b>	120-150 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1 high resolution image*

### COMPETITION: 268 x 42.55 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words	<b>Contact</b>	Website, phone number	<b>Images</b>	1-3 high resolution images*
<b>Prize</b>	Prize and value						

## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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.

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

### COPY SPECIFICATIONS

- All copy content provided in word processor file (avoid supplying in PDF format)
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style

\* Image use subject to editorial discretion and may vary depending quality, size and layout.  
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

### FILE TRANSFER

Files less than 8mb can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk). For larger files please send 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 and on sale date as per your booking.

### DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media Company will layout your advertorial** within the house style of the publication
- Layouts may vary depending on images and/or text supplied

### APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval
- The client will have the option of two rounds of amendments before final approval is required
- The final third PDF is for fact checking/approval/records only, as such please ensure any amendments are clear and concise
- Approval is required within 48 hours

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.

### CONTACT DETAILS

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

