

NEW YEAR'S RESOLUTIONS

checklist 

PUBLISHED WITH THE SUNDAY TIMES *magazine*

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



The **New Year's Resolutions Checklist** is a full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine* within the weekly newspaper.

With 89% of readers in the ABC1 social-economic profile, *The Sunday Times Magazine* boasts a wealthy readership. The **New Year's Resolutions Checklist** therefore serves as the essential guide to inspire these readers make positive changes in order to lead a better lifestyle for 2021.

It showcases a selection of high-quality products and services, ranging from specialist food supplements, alternative therapies, diet and fitness advice, new adventures and hobbies, as well as ways to save money and break bad habits.

The **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 on their newspaper, and a greater disposable income to use on health and wellness amenities.

PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Over 70% believe it is worth paying extra for quality goods.
- The average age of *Sunday Times Magazine* reader is 58.

NEW YEAR'S RESOLUTIONS checklist

EVERYONE SHOULD BE ABLE to follow their dream of having a family. One in six couples in the UK have trouble conceiving, and over a million people experience secondary infertility, where they have problems conceiving additional children despite having had one or more pregnancies in the past with no previous issues.

The Fertility Partnership's clinics are staffed by internationally renowned clinicians with some of the highest success rates in Europe. They have eight IVF clinics, 18 surrogacy clinics and four surrogacy clinics across the country, meaning you never have to travel long to be seen in a convenient location, and you don't need a GP referral. The Fertility Partnership do more IVF cycles than any other clinic in the UK, and 95% of our patients say they provide exceptional care. They're also there to provide all the emotional help you need. From initial consultations and tests to diagnosis any issues you may have, through to full IVF treatment, we are here to support you. From the moment you walk into one of their clinics, you can rest your mind and know you are in expert, caring hands.

If you or someone you know would like a little human help, have a look at the website at thefertilitypartnership.com to find your nearest clinic.

Make 2021 your fittest year yet, all from the comfort of your own home

ACK! START YOUR NEW YEAR'S RESOLUTIONS with the Bowflex SelectTech 840. Perfect for those short on space, while boasting ultimate adjustability for resistance training enthusiasts, the SelectTech 840 is a wise choice for any home gym setup. Eliminating the need for having to buy multiple kettlebells, the 840 contains six weights in its compact design for a home workout that's both convenient and versatile enough to keep up with you as you progress. Simply select your desired weight and fit the knitted end of its deck to start your session. Its ergonomic handle provides a secure grip throughout, and if you want to change weight mid-workout, just return it to its deck and spin the dial to lighten or increase the load. Delivering a complete total-body workout, the SelectTech 840 provides cardio, strength and conditioning benefits, toning your arms and legs while adding stability to your core.

Head to your nearest Fitness Superstore to see the Bowflex SelectTech 840 in action. Visit fitness-superstore.co.uk

Win a 6-month supply of Active Iron for Women Worth £96!

Just mail in your receipt for any product from hormonalcompany.co.uk to receive a chance to win a 6-month supply of Active Iron for Women Worth £96!

Stay in control of your cholesterol levels

TOO MUCH CHOLESTEROL isn't good for you – but it is if you are not aware of it. Make the choice to control your cholesterol levels, and you can live a healthier life.

Cholesterol is a fatty substance found in all foods. There are two types: the good HDL cholesterol and the bad LDL cholesterol. Too much LDL cholesterol can increase your risk of future health problems such as coronary heart disease.

If you can only eat what you usually eat to generate, anyone can be affected and it usually doesn't have any noticeable symptoms – even if you're young, slim, and exercise daily. Benecol offers a range of tasty foods that help lower and maintain healthy cholesterol levels.

Find out more about cholesterol visit benecol.co.uk

Thriving joyfully with a vegan lifestyle choice

THE VEGAN SOCIETY is thriving with more people choosing a kind, healthy and sustainable lifestyle every day. Vegans live a healthy life that we live to and love to share. A great balanced adventure that's about more happiness, more understanding, more peace and more connection to the planet. The very good food that comes with a clean conscience. It's a way of life. It's a way for life. It's a vegan thing.

The Vegan Society's new campaign, *Vegan and Thriving*, will help you to be healthy and happy on a vegan diet, with a host of nutritionally balanced recipes.

For more information visit vegansociety.com/thriving

Change your thinking, change your world!

WITH OVER 28 YEARS' EXPERIENCE, Stephen-James Cope has quietly earned a reputation as one of the UK's most effective psychological coaches. Stephen has been providing professionals and individuals alike with the personal coaching, tools and insights they need to successfully identify, control and breakthrough psychological and most-related barriers.

The good news is that it really doesn't have to be this way. You can change and control your mind to realize your full potential both personally and professionally with his coaching.

Quote the code CHECKLIST in the enquiry form, for a free trial session with Stephen-James at stephen-james.co.uk

Effortless savings on your energy bills, forever

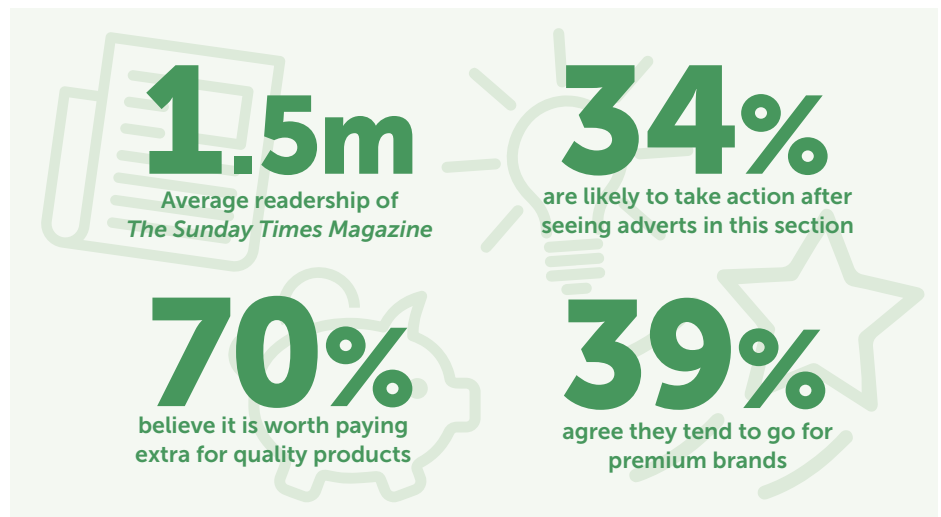
MOST OF US KNOW THAT SWITCHING our energy supplier will save us money, but don't bother because we think it's going to be a hassle or confusing. Well, now you can get Flipper.co.uk to do it for you. Their fully automated and informed switching service means you can save continuously while never needing to compare your energy bills again. Flipper scans the energy market for you and once a better deal is found they'll flip you to it, meaning the whole process is 100% automatic.

You compare and go. Flipper scans the market for you and once a better deal is found they'll flip you to it, meaning the whole process is 100% automatic. You compare and go. Flipper scans the market for you and once a better deal is found they'll flip you to it, meaning the whole process is 100% automatic.

So put energy bills out of your mind once and for all with Flipper community

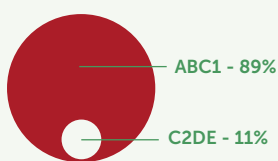
A corking way to savour a glass of wine

YOU'VE A GLASS OF WINE AND YOU WANT TO ENJOY IT. But imagine having the freedom to enjoy wine on your own terms. The Coravin Wine System is the perfect way to enjoy wine better. To enjoy a glass of their favourite wine without having to pop the cork. When you place the Coravin in the wine, the precision gas injection system creates an airtight seal to protect the wine from oxidation. You can drink it all you want and the wine will stay fresh for up to 30 days.

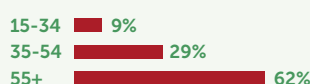


DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 561,000 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

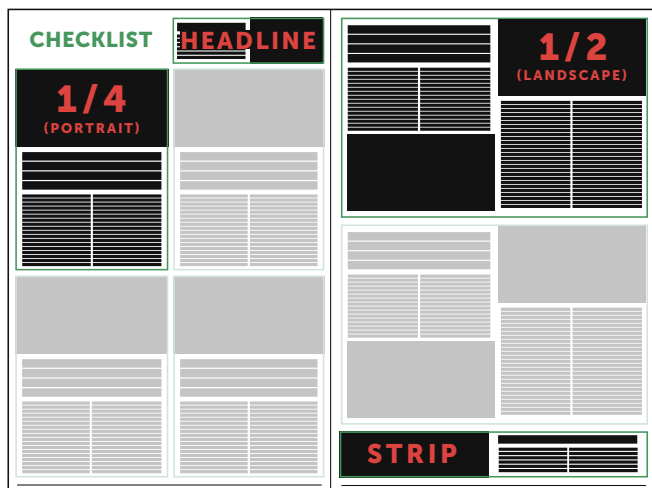
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
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: 94 x 106 mm

HALF PAGE

Landscape: 193 x 106 mm

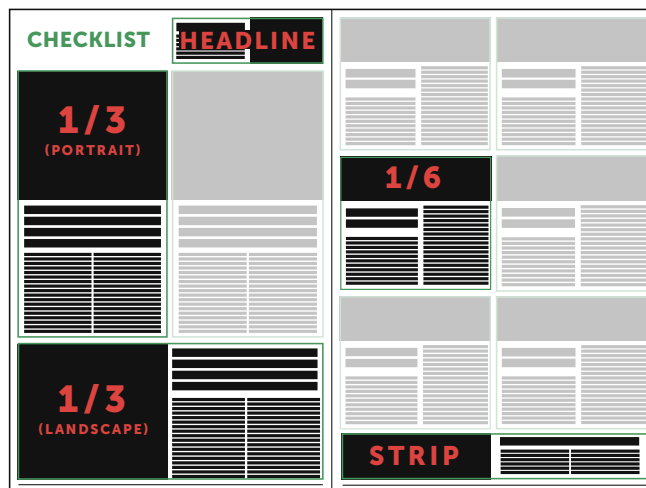
Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 193 x 32 mm

Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 193 x 69 mm
Portrait: 94 x 142mm

SIXTH PAGE

Landscape: 94 x 65 mm

Total word count	160-200 words	Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 94 x 32 mm

Copy	What is the prize and its value.
URL	Hurst Media will provide competition link
Images	1 image

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. 15 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 Sunday Times Magazine*. 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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The UK's trusted media partner