

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 2022.

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.

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

With more than 100 resolutions to choose from, including getting healthier, being more organised and trying something new, there are ideas for everyone.

New year, new family?

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 Family Partnership clinics are led by internationally renowned clinicians with some of the highest success rates in Europe. They have eight full IVF clinics, 19 assisted clinics and four surrogacy clinics across the country, meaning you never have to wait long to be seen in a convenient location, and you don't need a GP referral. The Family Partnership do more IVF cycles than anyone else in the UK, and 98% of our patients say they provide exceptional care. They're also there to provide as much help as you need. From initial consultations and tests to diagnose any issues you may have, through to full IVF and beyond, we are here to support you.

From the moment you walk into one of their clinics, you can be sure 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 thefamilypartnership.com to find your nearest clinic.

Win a 6-month supply of Active Iron for Women Worth £99!

Start your New Year's resolutions with the Borealis SelectTech B40 resistance bands. Perfect for those short on space, while allowing ultimate adjustability for resistance training enthusiasts, the SelectTech B40 is a wise choice for any home gym setup. Eliminating the need for having to buy multiple resistance bands, the B40 comes in an easy-to-use compact design for its complete design for a home workout that has both convenience and versatility enough to keep up with you as you progress. Simply select your desired weight and lift the resistance out of its dock 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 dock and spin the dial to adjust or increase the load. Delivering a complete full-body workout, the SelectTech B40 provides strength and conditioning benefits, toning your arms and legs while adding stability to your core.

Head to your nearest Fitness Superstore to see the Borealis SelectTech B40 in action. Visit fitness-superstore.co.uk

Stay in control of your cholesterol levels

Too much cholesterol isn't good for you – but it's not too late to get ahead of it. Make the switch to Benecol today and take charge of your cholesterol levels.

But first, what's cholesterol? Cholesterol is a fatty substance found in the blood. There are two types, the good LDL cholesterol and the bad HDL cholesterol. Too much LDL cholesterol can increase your risk of future health problems such as coronary heart disease.

In cases can vary from infidelity diets to genetics, 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. Its unique patented ingredient, plant sterol esters, has been proven to lower cholesterol by 7 to 10% in just three weeks. Using only one Benecol product a day as part of a healthy diet and lifestyle can help you stay in control of your cholesterol levels. So why not make the switch to Benecol yogurt drinks, yogurts, spreads or cereal bars today?

To find out more about cholesterol visit benecol.co.uk

Rejoice joyfully with a vegan lifestyle choice

The vegan movement is a theme with more people choosing a more healthy and sustainable lifestyle every day. Vegans live a little less selfish. A healthy life that we live to make the world a better place. A lifestyle that's about understanding, more peace and more connections to the planet. We enjoy good food that comes with a clean conscience. It's a way of life. It's a joy to live. 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 deliciously balanced recipes.

For more information visit vegansociety.com/thriving

Kick your smoking habit for good

QUIT TREATMENTS have to give you a better chance of giving up your smoking addiction with the help of advanced nicotine therapy. With these treatments, you could stop in just one week. Because QUIT TREATMENTS is so sure of it, they give a 10-month warranty with a money-back guarantee if you are still a smoker 12 months after you've used a smaller QUIT TREATMENTS pack. Find out more by calling 020 3992 5788 or 07413 414111.

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 Flippa on 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. Flippa search the energy market for you and once a better deal is found they'll flip you to it. Managing the whole process for you.

They compare and flip to more deals, more often to save you more money. From the get-go, Flippa uses the information unique to you to help you save money. This personalised service is unique to Flippa. Instead of vague estimates, we use the actual data from your bills to calculate a highly accurate estimated saving.

You are only flipped if a new deal is found which will save you £20 or more per year. Flippa members save an average of £250 per year on their energy bills when flipped for the first time and it's free to sign up. Flippa are so sure that they can save you a bundle, you only pay the first £25 annual membership fee when they've guaranteed you a saving of at least £50.

So get your bills out of your mind once and for all with Flippa's money.

Finally, a selection of non-alcoholic reds that taste good!

Something that was once a cliché and often shunned, has reinvented itself thanks to Asda's collaboration with these premium non-alcoholic red wines. They may well be there such a strong Red Wine alternative, if you're more energy from comparing it to a full-bodied red and accept it as an inclusive lifestyle and wellbeing choice. This week Asda's Red Wine is available for a limited time only.

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

ABC1 - 89%
C2DE - 11%

GENDER

M 50%
F 50%

AGE

15-34 9%
35-54 29%
55+ 62%

DISTRIBUTION

- 588,494 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

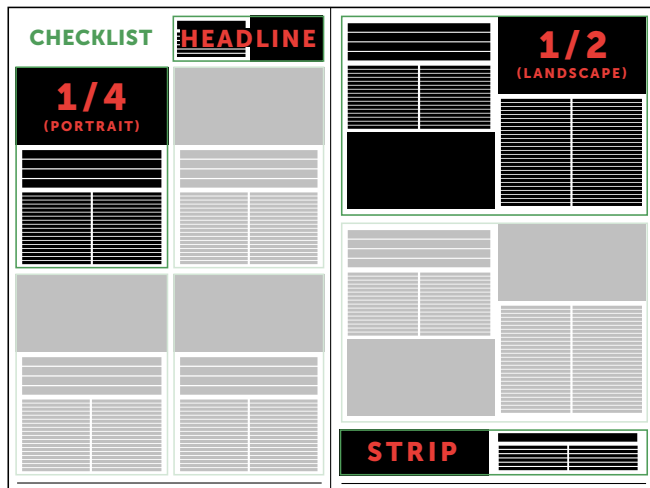
RATE CARD

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

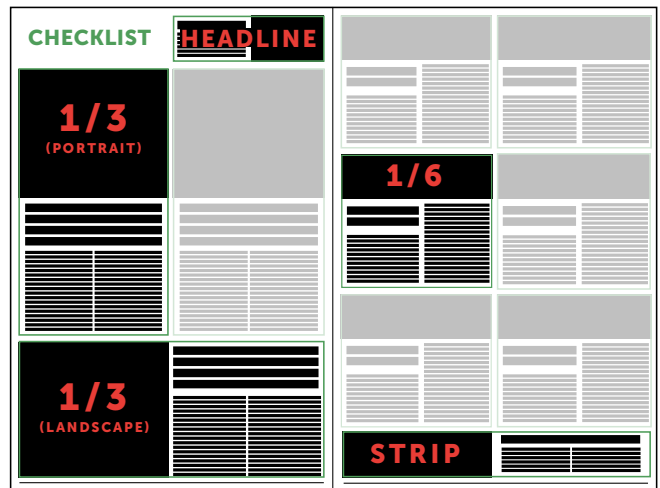
Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

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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