

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 NATION-WIDE 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 56% 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

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New year, new family?

measured clinicians with some of the highest success rates in Europe. They have eight IVF clinics, 18 surrogacy clinics and four research 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 anyone else in the UK, and 85% of patients say they provide exceptional care. They're also there to provide all the support 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 our clinics, you can rest easy knowing 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.

The ultimate implant experience

HOW OFTEN HAVE YOU LOOKED? In the mirror, waiting for that A-line, waiting for that B-line, waiting for that C-line, waiting for that D-line, waiting for that E-line, waiting for that F-line, waiting for that G-line, waiting for that H-line, waiting for that I-line, waiting for that J-line, waiting for that K-line, waiting for that L-line, waiting for that M-line, waiting for that N-line, waiting for that O-line, waiting for that P-line, waiting for that Q-line, waiting for that R-line, waiting for that S-line, waiting for that T-line, waiting for that U-line, waiting for that V-line, waiting for that W-line, waiting for that X-line, waiting for that Y-line, waiting for that Z-line, waiting for that AA-line, waiting for that AB-line, waiting for that AC-line, waiting for that AD-line, waiting for that AE-line, waiting for that AF-line, waiting for that AG-line, waiting for that AH-line, waiting for that AI-line, waiting for that AJ-line, waiting for that AK-line, waiting for that AL-line, waiting for that AM-line, waiting for that AN-line, waiting for that AO-line, waiting for that AP-line, waiting for that AQ-line, waiting for that AR-line, waiting for that AS-line, waiting for that AT-line, waiting for that AU-line, waiting for that AV-line, waiting for that AW-line, waiting for that AX-line, waiting for that AY-line, waiting for that AZ-line, waiting for that BA-line, waiting for that BB-line, waiting for that BC-line, waiting for that BD-line, waiting for that BE-line, waiting for that BF-line, waiting for that BG-line, waiting for that BH-line, waiting for that BI-line, waiting for that BJ-line, waiting for that BK-line, waiting for that BL-line, waiting for that BM-line, waiting for that BN-line, waiting for that BO-line, waiting for that BP-line, waiting for that BQ-line, waiting for that BR-line, waiting for that BS-line, waiting for that BT-line, waiting for that BU-line, waiting for that BV-line, waiting for that BW-line, waiting for that BX-line, waiting for that BY-line, waiting for that BZ-line, waiting for that CA-line, waiting for that CB-line, waiting for that CC-line, waiting for that CD-line, waiting for that CE-line, waiting for that CF-line, waiting for that CG-line, waiting for that CH-line, waiting for that CI-line, waiting for that CJ-line, waiting for that CK-line, waiting for that CL-line, waiting for that CM-line, waiting for that CN-line, waiting for that CO-line, waiting for that CP-line, waiting for that CQ-line, waiting for that CR-line, waiting for that CS-line, waiting for that CT-line, waiting for that CU-line, waiting for that CV-line, waiting for that CW-line, waiting for that CX-line, waiting for that CY-line, waiting for that CZ-line, waiting for that DA-line, waiting for that DB-line, waiting for that DC-line, waiting for that DD-line, waiting for that DE-line, waiting for that DF-line, waiting for that DG-line, waiting for that DH-line, waiting for that DI-line, waiting for that DJ-line, waiting for that DK-line, waiting for that DL-line, waiting for that DM-line, waiting for that DN-line, waiting for that DO-line, waiting for that DP-line, waiting for that DQ-line, waiting for that DR-line, waiting for that DS-line, waiting for that DT-line, waiting for that DU-line, waiting for that DV-line, waiting for that DW-line, waiting for that DX-line, waiting for that DY-line, waiting for that DZ-line, waiting for that EA-line, waiting for that EB-line, waiting for that EC-line, waiting for that ED-line, waiting for that EE-line, waiting for that EF-line, waiting for that EG-line, waiting for that EH-line, waiting for that EI-line, waiting for that EJ-line, waiting for that EK-line, waiting for that EL-line, waiting for that EM-line, waiting for that EN-line, waiting for that EO-line, waiting for that EP-line, waiting for that EQ-line, waiting for that ER-line, waiting for that ES-line, waiting for that ET-line, waiting for that EU-line, waiting for that EV-line, waiting for that EW-line, waiting for that 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waiting for that GK-line, waiting for that GL-line, waiting for that GM-line, waiting for that GN-line, waiting for that GO-line, waiting for that GP-line, waiting for that GQ-line, waiting for that GR-line, waiting for that GS-line, waiting for that GT-line, waiting for that GU-line, waiting for that GV-line, waiting for that GW-line, waiting for that GX-line, waiting for that GY-line, waiting for that GZ-line, waiting for that HA-line, waiting for that HB-line, waiting for that HC-line, waiting for that HD-line, waiting for that HE-line, waiting for that HF-line, waiting for that HG-line, waiting for that HH-line, waiting for that HI-line, waiting for that HJ-line, waiting for that HK-line, waiting for that HL-line, waiting for that HM-line, waiting for that HN-line, waiting for that HO-line, waiting for that HP-line, waiting for that HQ-line, waiting for that HR-line, waiting for that HS-line, waiting for that HT-line, waiting for that HU-line, waiting for that HV-line, waiting for that HW-line, waiting for that HX-line, waiting for that HY-line, waiting for that HZ-line, waiting for that IA-line, waiting for that IB-line, waiting for that IC-line, waiting for that ID-line, waiting for that IE-line, waiting for that IF-line, waiting for that IG-line, waiting for that IH-line, waiting for that II-line, waiting for that IJ-line, waiting for that IK-line, waiting for that IL-line, waiting for that IM-line, waiting for that IN-line, waiting for that IO-line, waiting for that IP-line, waiting for that IQ-line, waiting for that IR-line, waiting for that IS-line, waiting for that IT-line, waiting for that IU-line, waiting for that IV-line, waiting for that IW-line, waiting for that IX-line, waiting for that IY-line, waiting for that IZ-line, waiting for that JA-line, waiting for that JB-line, waiting for that JC-line, waiting for that JD-line, waiting for that JE-line, waiting for that JF-line, waiting for that JG-line, waiting for that JH-line, waiting for that 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waiting for that KV-line, waiting for that KW-line, waiting for that KX-line, waiting for that KY-line, waiting for that KZ-line, waiting for that LA-line, waiting for that LB-line, waiting for that LC-line, waiting for that LD-line, waiting for that LE-line, waiting for that LF-line, waiting for that LG-line, waiting for that LH-line, waiting for that LI-line, waiting for that LJ-line, waiting for that LK-line, waiting for that LL-line, waiting for that LM-line, waiting for that LN-line, waiting for that LO-line, waiting for that LP-line, waiting for that LQ-line, waiting for that LR-line, waiting for that LS-line, waiting for that LT-line, waiting for that LU-line, waiting for that LV-line, waiting for that LW-line, waiting for that LX-line, waiting for that LY-line, waiting for that LZ-line, waiting for that MA-line, waiting for that MB-line, waiting for that MC-line, waiting for that MD-line, waiting for that ME-line, waiting for that MF-line, waiting for that MG-line, waiting for that MH-line, waiting for that MI-line, waiting for that MJ-line, waiting for that MK-line, waiting for that ML-line, waiting for that MN-line, waiting for that MO-line, waiting for that MP-line, waiting for that MQ-line, waiting for that MR-line, waiting for that MS-line, waiting for that MT-line, waiting for that MU-line, waiting for that MV-line, waiting for that MW-line, waiting for that MX-line, waiting for that MY-line, waiting for that MZ-line, waiting for that NA-line, waiting for that NB-line, waiting for that NC-line, waiting for that ND-line, waiting for that NE-line, waiting for that NF-line, waiting for that NG-line, waiting for that NH-line, waiting for that NI-line, waiting for that NJ-line, waiting for that NK-line, waiting for that NL-line, waiting for that NM-line, waiting for that NO-line, waiting for that NP-line, waiting for that NQ-line, waiting for that NR-line, waiting for that NS-line, waiting for that NT-line, waiting for that NU-line, waiting for that 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waiting for that PI-line, waiting for that PJ-line, waiting for that PK-line, waiting for that PL-line, waiting for that PM-line, waiting for that PN-line, waiting for that PO-line, waiting for that PP-line, waiting for that PQ-line, waiting for that PR-line, waiting for that PS-line, waiting for that PT-line, waiting for that PU-line, waiting for that PV-line, waiting for that PW-line, waiting for that PX-line, waiting for that PY-line, waiting for that PZ-line, waiting for that QA-line, waiting for that QB-line, waiting for that QC-line, waiting for that QD-line, waiting for that QE-line, waiting for that QF-line, waiting for that QG-line, waiting for that QH-line, waiting for that QI-line, waiting for that QJ-line, waiting for that QK-line, waiting for that QL-line, waiting for that QM-line, waiting for that QN-line, waiting for that QO-line, waiting for that QP-line, waiting for that QQ-line, waiting for that QR-line, waiting for that QS-line, waiting for that QT-line, waiting for that QU-line, waiting for that QV-line, waiting for that QW-line, waiting for that QX-line, waiting for that QY-line, waiting for that QZ-line, waiting for that RA-line, waiting for that RB-line, waiting for that RC-line, waiting for that RD-line, waiting for that RE-line, waiting for that RF-line, waiting for that RG-line, waiting for that RH-line, waiting for that RI-line, waiting for that RJ-line, waiting for that RK-line, waiting for that RL-line, waiting for that RM-line, waiting for that RN-line, waiting for that RO-line, waiting for that RP-line, waiting for that RQ-line, waiting for that RR-line, waiting for that RS-line, waiting for that RT-line, waiting for that RU-line, waiting for that RV-line, waiting for that RW-line, waiting for that RX-line, waiting for that RY-line, waiting for that RZ-line, waiting for that SA-line, waiting for that SB-line, waiting for that SC-line, waiting for that SD-line, waiting for that SE-line, waiting for that SF-line, waiting for that SG-line, waiting for that SH-line, waiting for that SI-line, waiting for that SJ-line, waiting for that SK-line, waiting for that SL-line, waiting for that SM-line, waiting for that SN-line, waiting for that SO-line, waiting for that SP-line, waiting for that SQ-line, waiting for that SR-line, waiting for that SS-line, waiting for that ST-line, waiting for that SU-line, waiting for that SV-line, waiting for that SW-line, waiting for that SX-line, waiting for that SY-line, waiting for that SZ-line, waiting for that TA-line, waiting for that TB-line, waiting for that TC-line, waiting for that TD-line, waiting for that TE-line, waiting for that TF-line, waiting for that TG-line, waiting for that TH-line, waiting for that TI-line, waiting for that TJ-line, waiting for that TK-line, waiting for that TL-line, waiting for that TM-line, waiting for that TN-line, waiting for that TO-line, waiting for that TP-line, waiting for that TQ-line, waiting for that TR-line, waiting for that TS-line, 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waiting for that YG-line, waiting for that YH-line, waiting for that YI-line, waiting for that YJ-line, waiting for that YK-line, waiting for that YL-line, waiting for that YM-line, waiting for that YN-line, waiting for that YO-line, waiting for that YP-line, waiting for that YQ-line, waiting for that YR-line, waiting for that YS-line, waiting for that YT-line, waiting for that YU-line, waiting for that YV-line, waiting for that YW-line, waiting for that YX-line, waiting for that YY-line, waiting for that YZ-line, waiting for that ZA-line, waiting for that ZB-line, waiting for that ZC-line, waiting for that ZD-line, waiting for that ZE-line, waiting for that ZF-line, waiting for that ZG-line, waiting for that ZH-line, waiting for that ZI-line, waiting for that ZJ-line, waiting for that ZK-line, waiting for that ZL-line, waiting for that ZM-line, waiting for that ZN-line, waiting for that ZO-line, waiting for that ZP-line, waiting for that ZQ-line, waiting for that ZR-line, waiting for 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Win a 6-month supply of Active Iron for Women Worth £99!

hathorhealth.com.au or call 01203 200000

Healthy resolutions for a happier new you!

Look at the bigger picture. Adapt a holistic approach and aim for a healthy lifestyle. It's easier to stick to new habits when you understand how they fit into your overall health and well-being.

Focus on your pelvic floor. Pelvic muscle plays a crucial role in the body's day-to-day functions and can help you enjoy increased, prevent prostate and improve your sex life too.

Reduce your pain. To boost your energy, reduce your body's inflammation, and improve your overall health, consider a holistic approach to pain management. This could include a combination of physical therapy, acupuncture, and natural remedies.

Reduce your stress. Stress is a major contributor to many health problems, including high blood pressure, heart disease, and depression. To reduce your stress, consider a holistic approach to stress management. This could include a combination of relaxation techniques, such as meditation and yoga, and lifestyle changes, such as regular exercise and a healthy diet.

Reduce your risk of chronic disease. Chronic diseases, such as heart disease, diabetes, and cancer, are the leading causes of death and disability in the UK. To reduce your risk of chronic disease, consider a holistic approach to disease prevention. This could include a combination of lifestyle changes, such as regular exercise and a healthy diet, and medical interventions, such as regular check-ups and screenings.

Reduce your environmental impact. The environment is a vital part of our health and well-being. To reduce our environmental impact, consider a holistic approach to sustainability. This could include a combination of lifestyle changes, such as recycling and using energy-efficient appliances, and community actions, such as joining a local sustainability group.

Thriving joyfully with a vegan lifestyle choice

The Vegan Society is a charity that promotes a vegan lifestyle. We believe that a vegan lifestyle is a healthy, ethical, and sustainable way of living. We offer a range of resources, including a vegan lifestyle guide, a vegan recipe book, and a vegan lifestyle course. We also offer a range of products, including vegan food, clothing, and home goods. We are committed to making it easy for everyone to live a vegan lifestyle.

For more information visit vegansociety.com/thriving

An important resolution: dealing with debt

SO, WHERE DO YOU START? Assess your current situation to make a budget-friendly plan. If you're struggling to pay your bills, it's important to get help as soon as possible. The National Debt Expert can help you with this. They offer a range of services, including debt advice, debt consolidation, and debt management. They are committed to helping you get back on track and live a debt-free life.

Get in touch by calling 0800 3010 971 or visiting nationaldebtor.org.uk

The Slender way to reduce cravings and help you lose weight

PROTEIN WORLD HAVE BEEN DRIVING the weight loss and muscle retention for over 10 years now. Bringing you a wide range of high-quality products to help you achieve those fitness ambitions.

The Slender Blend is a low-calorie, low-sugar, high-protein shake that can be used as a meal replacement to support weight loss goals, a nutritious snack in between meals or a good bedtime recovery shake. A serving of The Slender Blend contains 25g of protein from grass-fed casein, which helps to aid muscle recovery after exercise, and also helps you to feel fuller for longer.

Building a range of health benefits, the formula includes 26 vitamins and minerals, alongside digestive enzymes, pre and probiotics to promote a healthy gut and reduce food cravings. The Slender Blend also comes in seven delicious flavours.

Protein World

To help you kickstart your health and fitness goals, Protein World are offering readers 50% off your first order on any product using code CHECKLIST at proteinworld.com

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 to do it for you. Their fully automated and informed switching service means you can save continuing while never needing to compare your energy bills again. Flipper saves the energy market for you and once a better deal is found they'll switch it for you. No fuss, no stress, no need to call your energy provider.

They compare and go to the most deals, move them to your name, money from the gas and flip. Flipper will do the paperwork for you to help you save money. This personalised service is unique. Flipper instead of using estimates, we use the actual data from your bills to calculate a highly accurate estimated saving.

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 ARE A GLASS OF WINE AND YOU'RE HAVING A GREAT TIME. But imagine having the freedom to enjoy wine on your own terms. The Coravin Wine System is the perfect tool for this. It lets you enjoy a glass of your favourite wine without having to pull the cork. When you pour the wine, the Coravin system uses argon gas to create an airtight seal and protect the wine from oxidation. You can drink it all you want, and the wine will stay fresh for up to 30 days.

Discover more at coravin.co.uk and check the store locator on the website to find your nearest Coravin stockist.

1.5m
Average readership of
The Sunday Times Magazine

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



GENDER



AGE



DISTRIBUTION

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

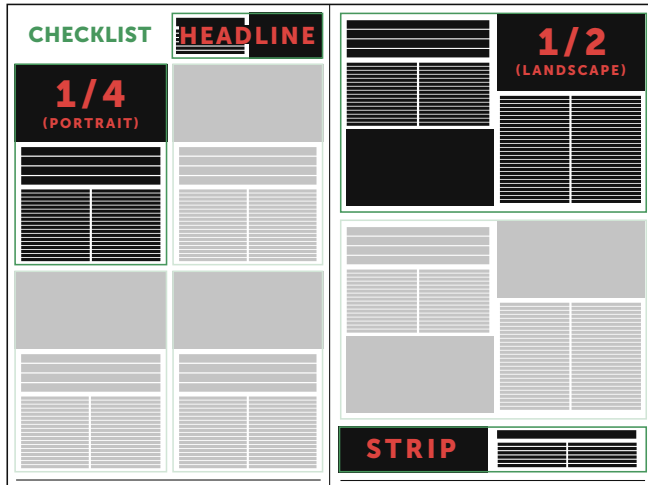
RATE CARD

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

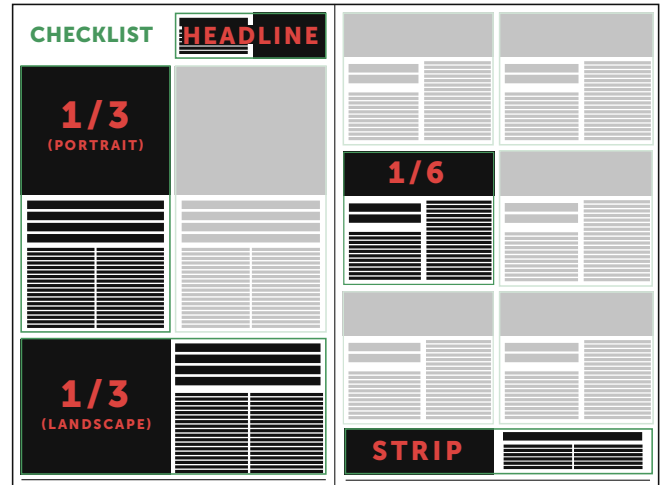
Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

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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