

# Health and Wellbeing *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 **Health & Wellbeing Checklist** is a full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine* issued with the weekly newspaper.

With 89% of readers in the ABC1 social-economic profile, *The Sunday Times Magazine* boasts a wealthy readership. The **Health & Wellbeing Checklist** will therefore serve as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier lifestyle.

It showcases a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

**Health & Wellbeing 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

- 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.

### Health and Wellbeing checklist

Visit [www.sundaytimes.co.uk](http://www.sundaytimes.co.uk) for more information

#### ADVERTISEMENT

### Making long-term care a positive choice

Many people with long-term care needs are often faced with the choice of whether to move into a care home or stay at home. Quantum Care can help you make the right choice for you and your family.

**Quantum Care**  
For more information call 01707 292220 or visit [www.quantumcare.co.uk](http://www.quantumcare.co.uk)

#### ADVERTISEMENT

### Treat your swallowing and reflux problems

Many people suffer from swallowing and reflux problems. Iqoro can help you treat these problems with a range of products designed to improve your swallowing and reflux.

**Iqoro**  
For more information call 0155 565 0212 or visit [www.iqoro.co.uk](http://www.iqoro.co.uk)

#### ADVERTISEMENT

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

At home gym equipment is a great way to stay fit and healthy. JLL can help you choose the right equipment for your home gym.

**JLL**  
Call to book and see how we can help you build your own home gym. Visit [www.jll.co.uk](http://www.jll.co.uk) or call 01952 512 111.

#### ADVERTISEMENT

### When blisters strike, carry on with Compeed

When blisters strike, carry on with Compeed. Compeed is the only product that allows you to carry on with your daily activities while your blisters heal.

**Compeed**  
Visit [www.compeed.co.uk](http://www.compeed.co.uk) for more information.

#### ADVERTISEMENT

### High-quality contact lenses at affordable prices delivered straight to your door

When it comes to contact lenses, you don't want to compromise on quality. VisionDirect can help you find the right lenses for you at an affordable price.

**VisionDirect**  
Visit [www.visiondirect.co.uk](http://www.visiondirect.co.uk) for more information.

#### ADVERTISEMENT

### Why protein should be top of your priority list

Protein is essential for your health and wellbeing. UPBEAT can help you increase your protein intake with a range of products.

**UPBEAT**  
Visit [www.upbeat.co.uk](http://www.upbeat.co.uk) for more information.

#### ADVERTISEMENT

### Book at-home massage and more on the Urban app

At-home massage is a great way to relax and unwind. The Urban app can help you find the right massage therapist for you.

**Urban**  
Visit [www.urban.co.uk](http://www.urban.co.uk) for more information.

#### ADVERTISEMENT

### Knee pain sufferers unite with Neo G

Knee pain can be a real nuisance. Neo G can help you manage your knee pain with a range of products.

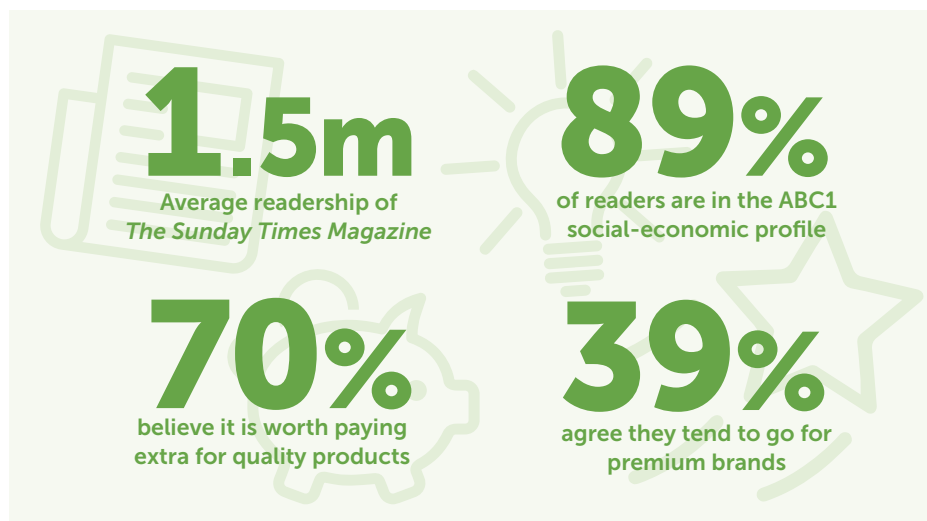
**Neo G**  
Visit [www.neog.co.uk](http://www.neog.co.uk) for more information.

#### ADVERTISEMENT

### Available range of products and pharmaceuticals available at Neo G

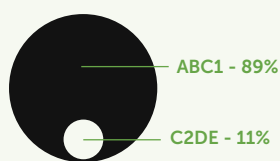
Neo G has a range of products and pharmaceuticals available at an affordable price.

**Neo G**  
Visit [www.neog.co.uk](http://www.neog.co.uk) for more information.



## DEMOGRAPHICS

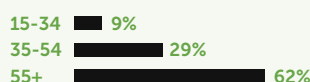
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

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

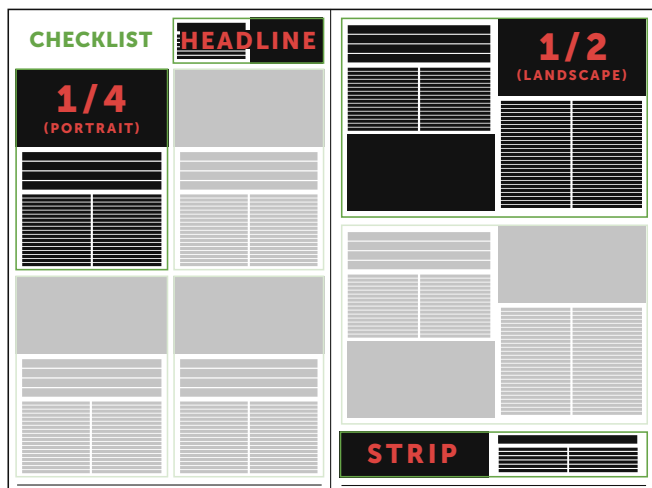
## RATE CARD

Third page	£9,000
Quarter page	£6,750
Sixth page	£4,500
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

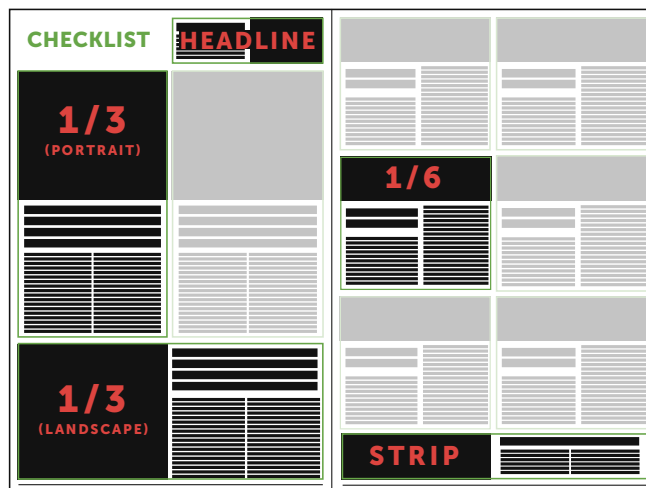
<b>Total word count</b>	130-150 words (includes call to action)	<b>Total word count</b>	250-300 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images + logo	<b>Images</b>	2-3 image + logo

### STRIP Landscape: 193 x 32 mm

<b>Total word count</b>	80-100 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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: 95 x 65 mm

<b>Total word count</b>	160-200 words (includes call to action)	<b>Total word count</b>	80-100 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo	<b>Images</b>	1 image + logo

### HEADLINE COMPETITION Landscape: 94 x 32 mm

<b>Copy</b>	What is the prize and its value.
<b>URL</b>	Hurst Media will provide competition link
<b>Images</b>	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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

Hurst Media Company, United House, North Road, N7 9DP  
Company number: 08357910 VAT number: 161866882

Health & Wellbeing 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](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

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