

# 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*

Your body is precious and it pays to look after yourself. Here are a variety of ideas to help you stay healthy.

#### Proven to help reduce pain and injury

**INTRODUCING THE NEW ENERTON** Making and setting braces with PPS shock absorption technology. Enertor, manufactured in Britain, has been helping people with pain and injury for over 25 years. Their new PPS technology is the most shock absorption per millimetre than standard braces which means more protection from pain and injury. Most people don't think about the impact that ground forces from running on wearing on your body and the injuries that they can cause. The unique PPS technology spreads ground forces out across the inside like a cradle for your feet. They also provide support for your feet. They also provide support for your feet. They also provide support for your feet.

To see thousands of positive reviews and purchase, go to [enertor.com](http://enertor.com) and use the code **READER15** for a 15% discount.

#### The UK's number one destination for visibly straight teeth in just three months

**BOOK A FREE CONSULTATION** appointment in your area now and secure an exclusive £200 discount on your teeth correction with invisible aligners by using the voucher code **DENT200**. PlusDent is an expert in correcting teeth with transparent aligners made in Germany, with more than 15,000 successful treatments per year. From as little as three months, the removable aligners can correct eight to moderate tooth misalignments. Gentle, safe and up to 70% more affordable than fixed braces. Depending on the complexity of your misaligned teeth, PlusDent dentists and orthodontists determine your price package, which includes all costs of the treatment.

Book a free consultation now and secure an exclusive £200 discount on your teeth correction with invisible aligners by using the voucher code **DENT200**. Find them at [plusdent.co.uk](http://plusdent.co.uk)

#### Finally, a wine that makes all well!

**LOCAL AND FINE, YOUR BEST** BY sipping on uniquely delicious sparkling wine, which is lower in calories and alcohol.

Floral is a new sparkling wine made from natural and biological ingredients to ensure an exceptionally original sparkling wine that is a drink with extraordinarily subtle layered tastes and aromas of floral, and floral notes which makes Floral stand out from other sparkling wines.

Floral is a dry and not sweet sparkling wine. It is a drink with subtle and delicate botanicals specifically chosen by us.

Floral is a perfect for the contemporary drinker. This sparkling wine helps bring friends and family together. The delicate fragrance means it is perfect for all occasions. Floral is the perfect drink as a glass of champagne. It is also one of the lowest calorie sparkling wines on the market.

Floral is a blend and crafted with great care in Cornwall by its founder and her family. Floral's gift packaging makes a unique and attractive gift for birthdays, anniversaries, and family. Bottle and gift box are priced at £20.

Use code **CHECKLIST** to get a 25% discount off a case of six bottles (plus free delivery) at [floralwines.com](http://floralwines.com)

#### Keep on moving and feel great

The **Body Wash** is a revolutionary new product that combines the benefits of active ingredients and natural active ingredients. The Body Wash also contains natural active ingredients and natural active ingredients. The Body Wash also contains natural active ingredients and natural active ingredients.

Get a 10% discount plus free shipping using code **CHECKLIST10** when prompted at checkout at [nuzan.com](http://nuzan.com)

#### Thriving joyfully with a vegan lifestyle choice

**THE VEGAN MOVEMENT** is thriving, with more people choosing a kind, healthy and sustainable lifestyle every day. Vegans live a life that is contrary to the mainstream. A plant-based diet is not just about more happiness, more understanding, more peace and more connections to the planet. It's about good food that comes with a clean conscience. It's a way of life. It's a joy for life. It's a joy for life. It's a joy for life.

For more information visit [vegansociety.co.uk/thriving](http://vegansociety.co.uk/thriving)

#### The Slender way to reduce cravings and help you lose weight

**PROTEIN WORLD HAVE BEEN DRIVING** the weight loss and muscle revolution for over 10 years now. Bringing out 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 post-workout recovery shake. A serving of The Slender Blend contains 25g of protein from grass-fed cows, which helps to build muscle mass 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.

including white chocolate, raspberry, chocolate mint and salted caramel, so there is a choice for everyone. To find your favourite flavour, from Monday to Friday (not) follow the Slender Plan with high-calorie controlled options for breakfast, lunch and an afternoon snack. With our weight loss and muscle gain guide you'll have the freedom to make your own healthy food choices for dinner and on the weekend.

To help you kickstart your health and fitness goals, Protein World are offering readers 10% off your first order on any product using code **CHECKLIST** at [proteinworld.com](http://proteinworld.com)

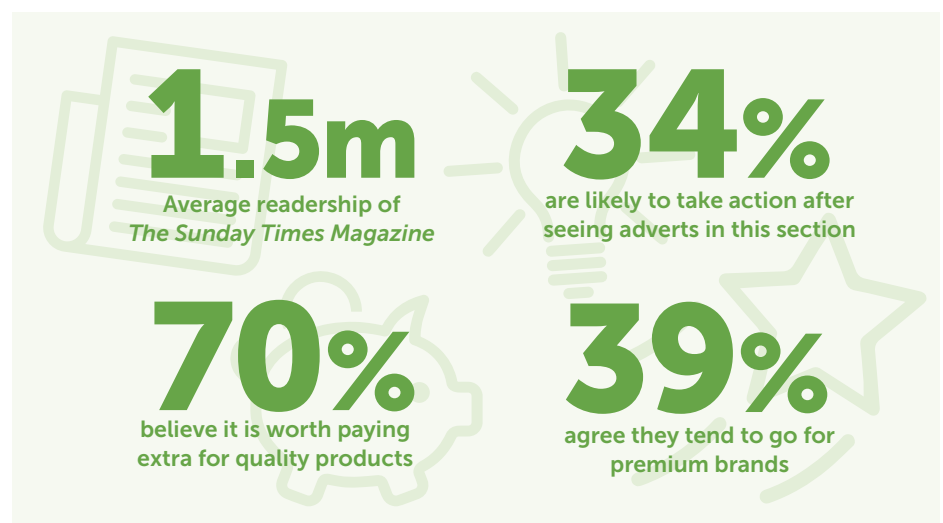
#### High-quality contact lenses at affordable prices delivered to your door

**WHEN IT COMES TO EYE CARE**, do you find yourself visiting the optician? Unsure if you can find quality contact lenses online? Well, good news for you... there is a better way to buy contact lenses. With Vision Direct you can rely on the best advice provided by our in-house experts and avoid the hassle of having to visit your optician to order. Once you find the lenses you need, placing your order online will take less than a minute. And our next day delivery service means you get your lenses within 24 hours. Save up to 45% on the best lenses. Take advantage of our huge variety of contact lenses in stock at a great price.

Knee pain sufferers unite with Neo G

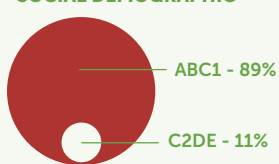
Gaining more active and pain-free knee is a common issue for many people in the UK. It's a problem that can be solved by using Neo G. Neo G is a revolutionary new product that combines the benefits of active ingredients and natural active ingredients. The Neo G also contains natural active ingredients and natural active ingredients.

The Neo G range is available online at [neo-g.co.uk](http://neo-g.co.uk)

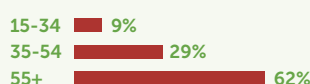


## DEMOGRAPHICS

### 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

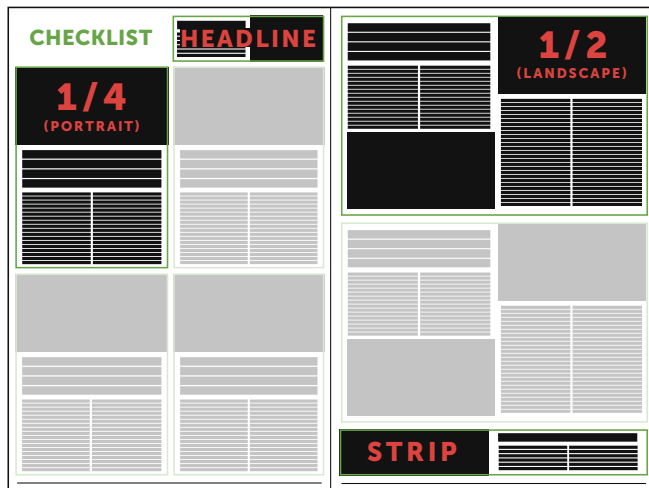
## RATE CARD

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

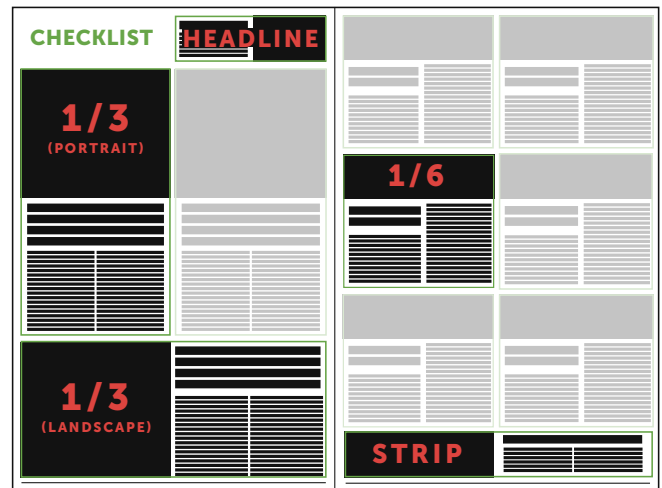
<b>Total word count</b>	130-150 words	<b>Total word count</b>	250-300 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images + logo	<b>Images</b>	2-3 image + logo

### STRIP Landscape: 193 x 32 mm

<b>Total word count</b>	80-100 words
<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	<b>Total word count</b>	80-100 words
<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

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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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The UK's trusted media partner