Retirement Planning checklist of





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 Retirement Planning 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 Retirement Planning Checklist serves as an essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working. It also gives advice for how they can best care for their parents in retirement.

It showcases a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published on a Sunday, the Retirement Planning Checklist is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

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.



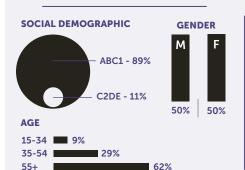
Average readership of The Sunday Times Magazine

believe it is worth paying extra for quality products

3496
are likely to take action after seeing adverts in this section

39% agree they tend to go for premium brands

DEMOGRAPHICS



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

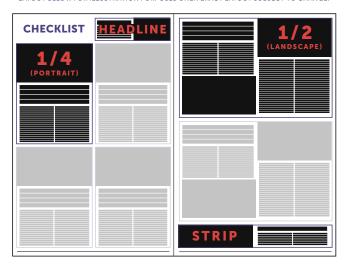
Sixth page **£6,500**

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

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

STRIP Landscape: 193 x 32 mm

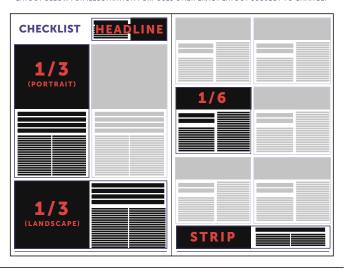
Total word count 80-100 words

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

Total word

count

Call to

action

Images

Landscape: 193 x 69 mm

Portrait: 94 x 14mm

160-200 words

i.e. Discount offer, website, phone, or social links

2 images + logo

SIXTH PAGE

Landscape: 95 x 106 mm

Total word 80-100 words count

Call to i.e. Discount offer, website, phone, or social links

Images 1 image + loge

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**. 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 by 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.

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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Retirement Planning 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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