

Family checklist



PUBLISHED WITH THE TIMES MAGAZINE ON A SATURDAY

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE MAGAZINE AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Family Checklist** is a full-colour, A4-sized double-page spread of advertorial content published in *The Saturday Times Magazine* issued with the weekly newspaper.

With 89% of readers in the ABC1 social-economic profile, *The Saturday Times Magazine* boasts a wealthy readership. The **Family Checklist** serves as an essential guide for those looking to make the best choices available for their loved ones.

The **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and family finances.

The **Family Checklist** serves as an essential guide for parents, packed with inspiration for how to give their children the best start in life. Published at a time when families often focus on future plans for their children, the **Family Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Readers have 24 conversations about food daily, 20% more than the average
- They are also 25% more likely to mention ads when they talk about brands.

Family checklist

Take care of your family, whether they're kids, babies, teenagers, with our selection of creative ideas, fabulous finds and educational essentials

Digital magazine subscription app lets you read over 3,000 of your favourite titles in any location

Look no further than the Readly digital magazine subscription app, the latest way to read all your favourite titles and discover new ones too. Simply log in on your phone, tablet or laptop.

This gift is suitable for anyone who enjoys reading magazines. From best-selling fiction, like *Harry Potter*, to lifestyle, like *Marie Claire*, *TLC*, *Elle*, *Country Living* and *Country Living* are just some of the top titles available and waiting in the app. Covering topics such as news and trends, tech, music, health, food, fashion, photography, gardens and every more. Readly has all the latest news and best books too.

Readly for reading on the go, anytime, anywhere, quality time for the whole family. Readly is the most fun app of the season and makes a great gift.

Visit readly.com/checklist to take advantage of the special offer today.

Win a Sistema lunbox kit Worth £50!

Get ready for the back-to-school season with a Sistema lunbox kit. Includes a lunchbox, water bottle, and more. Visit sistema.co.uk/homework to enter.

Build your confidence among the tree tops!

If you're looking for something different to do this summer, why not try the Go Ape Challenge? It's a team-building, high-challenge course that takes you from canopy high to the ground. You'll be swinging and climbing like a pro in just 2-3 hours - and it's all in the name of fun. There are definitely a few 'can't do' moments, but the sheer exhilaration of taking the leap off the platform, or taking yourself by down the zip wire, makes for an incredible, unforgettable experience.

Spent a few hours 20 feet above the forest floor and, as Go Ape tell you, when you come down you'll feel 50 feet tall.

Visit goape.co.uk or call 01955 895000 to book.

Save cash on tech!

Buying new tech can be expensive, but if you're looking for a way to save, why not try the EX? It's a place where you can find the latest tech at a fraction of the cost. From smartphones to laptops, the EX has it all. And the best part? You can find it all in one place. Visit ex.co.uk to see what's on offer.

School bag essentials for kids of all ages

Get set for the new term with this limited collection of stationery from Staedler. Packed in a handy to take everything you need, the 35 piece collection is available now and includes Staedler pencils, pens, and more. Visit staedler.co.uk to see what's on offer.

Flip Out family fun

Summer is officially here and it's time to get the family back to the park. Flip Out is a new family fun centre that's perfect for a day out with the kids. From climbing to team building, there's something for everyone. Visit flipout.co.uk to see what's on offer.

Perfect chocolatey treats for everyone

Get the kids through the day with a tasty treat! PTC Chocolate Chips and PTC Chocolate Bars are the ultimate chocolatey treats for the summer. They're perfect for a picnic, a party, or just a treat. Visit ptc.co.uk to see what's on offer.

Meet Longleat's lion kings

Visit The Lion King's Safari and see some of the world's most amazing lions. Longleat is a place where you can see the world's most amazing lions. From the lion king to the lion queen, there's something for everyone. Visit longleat.co.uk to see what's on offer.

A baby-to-toddler trike that grows with your child from 6-36 months

Introducing the smartTrike, a trike that grows with your child. From 6 months to 36 months, the smartTrike is the perfect trike for your child. Visit smartertrike.co.uk to see what's on offer.

Trust Beano to make reading fun!

The Beano comic has been entertaining children to enjoy reading for over 100 years. Every week, there's a new issue of the Beano. It's a fun, accessible way to introduce your child to reading. Visit beano.co.uk to see what's on offer.

1m

Average readership of
The Times Magazine

70%

believe it is worth paying
extra for quality products

30%

more likely to have weekly
conversations about beauty
and personal care

39%

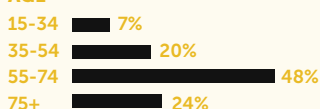
agree they tend to go for
premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 495,000 copies of *The Times* published on a Saturday
- 1,077,000 average print Saturday readership
- Distributed UK wide

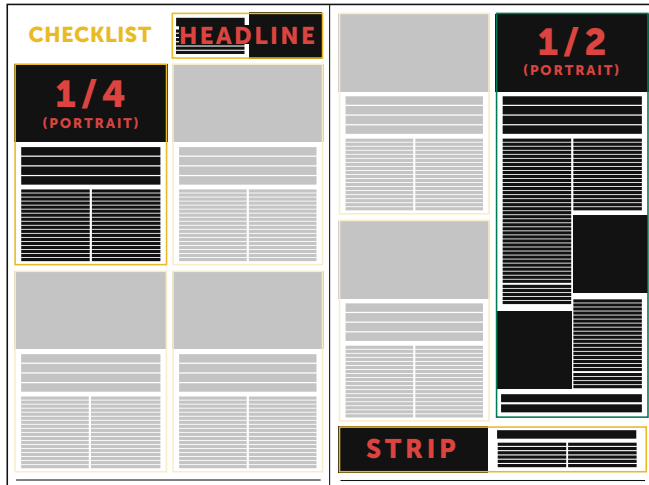
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
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: 97 x 90 mm

Total word count	130-150 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo

HALF PAGE

Portrait: 97 x 184 mm

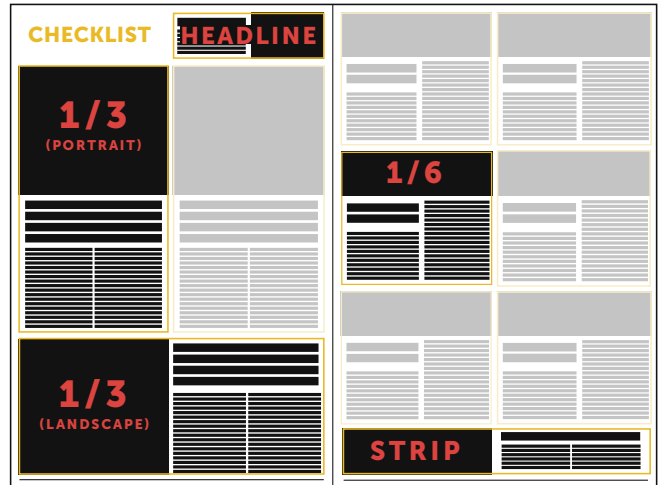
Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 image + logo

STRIP Landscape: 198 x 27 mm

Total word count	80-100 words (includes call to action)
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: 198 x 59.5 mm
Portrait: 97 x 121 mm

Total word count	160-200 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

SIXTH PAGE

Landscape: 97 x 59.5 mm

Total word count	80-100 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

HEADLINE COMPETITION Landscape: 97 x 27 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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Health & Wellbeing Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The 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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