

The collage consists of four newspaper front pages from 'The Sunday Times'. The top-left page features the headline 'INSIDE THE WACKY WHITE HOUSE' with a photograph of a man in a suit. The top-right page has the headline 'No, really, I'm Fro' and a photograph of a man holding a large black umbrella. The bottom-left page is headlined 'MPs unite in defence of free speech' and shows a woman holding two young children. The bottom-right page is titled 'Lindsey Lohan begins to tidy fingers in the classroom' and depicts a woman. Each page includes various sub-headlines, text columns, and small images, typical of a newspaper's layout.

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

- Three in five readers plan to buy a new vehicle in the next 12 months
- *Times* readers have a mean family income of £55,885
- Over 70% believe it is worth paying extra for quality goods
- The average age of *Sunday Times Magazine* reader is 58.
- Around 50% of the audience are likely to convince others about products and services that interest them

Motoring and **transport** *checklist* **id**

In the market to replace your vehicle? Or interested in upgrading with what's latest? Here are a handful of offers for your reading pleasure.

Buying a used car? Watch out for hidden history

There's a hidden car history that you need to know about before you buy. It's not the obvious stuff like MOT history or accident records. It's the stuff that's hidden in the shadows of the car's past. It's the stuff that's hidden in the shadows of the car's past. It's the stuff that's hidden in the shadows of the car's past.

Get your MOT Vehicle History Check today
www.motvehiclehistory.co.uk or 020 850 0340

FREE Vehicle History Check

Protect your vehicle's bodywork with MICHELIN

THESE NEW PRODUCTS ARE DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK. MICHELIN'S NEW PRODUCTS ARE DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK. MICHELIN'S NEW PRODUCTS ARE DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK.

For more information on the Parking Protection System visit:
www.michelin.co.uk/PPS

Electric bikes: an alternative way to travel

WITH A CLOSING MARKET OF 100,000 units per year, the electric bike market is growing rapidly. The electric bike market is growing rapidly. The electric bike market is growing rapidly.

Presented from ZERO bikes of the UK and the world's leading electric bike manufacturer, Ego.
Visit www.ego.co.uk for more information.

ego
 ELECTRIC GEAR

Win a MAXRRAXX cycle tour bag plus a kit bag and wall bracket Worth £309.95!

ENTER NOW FOR A CHANCE TO WIN A MAXRRAXX CYCLE TOUR BAG PLUS A KIT BAG AND WALL BRACKET WORTH £309.95!

Essentials run and cycle exercise

RAISE YOUR FITNESS AND STRENGTHEN YOUR MUSCLES WITH THE NEW MAXRRAXX CYCLE TOUR BAG PLUS A KIT BAG AND WALL BRACKET WORTH £309.95!

Essentials run and cycle exercise

RAISE YOUR FITNESS AND STRENGTHEN YOUR MUSCLES WITH THE NEW MAXRRAXX CYCLE TOUR BAG PLUS A KIT BAG AND WALL BRACKET WORTH £309.95!

Continental tyres: all weathers, all winners

THE NEW CONTINENTAL TYRES ARE DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK. MICHELIN'S NEW PRODUCTS ARE DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK.

Visit www.continental.co.uk to find out more or call 0800 020 020.

Continental

The faff-free way to buy your next car

THE NEW CARBON CREDIT CAR IS DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK. MICHELIN'S NEW PRODUCTS ARE DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK.

Are you driving blind? Drive safe with DriveSafe lens from ZEISS

THE NEW ZEISS DRIVESAFE LENS IS DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK. MICHELIN'S NEW PRODUCTS ARE DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK.

The world's smallest electric vehicle charger

THE NEW ZEISS DRIVESAFE LENS IS DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK. MICHELIN'S NEW PRODUCTS ARE DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK.

Discover the new Land Rover at Kentdale

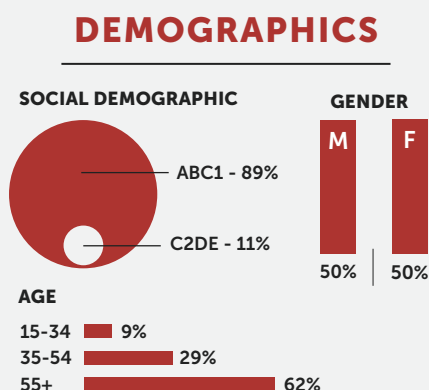
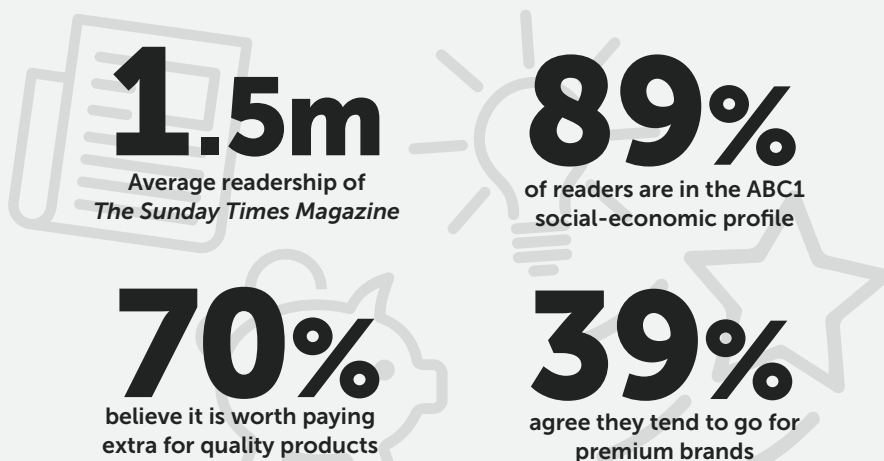
THE NEW LAND ROVER AT KENTDALE IS DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK. MICHELIN'S NEW PRODUCTS ARE DESIGNED TO PROTECT & CARE FOR YOUR CAR'S BODYWORK.

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

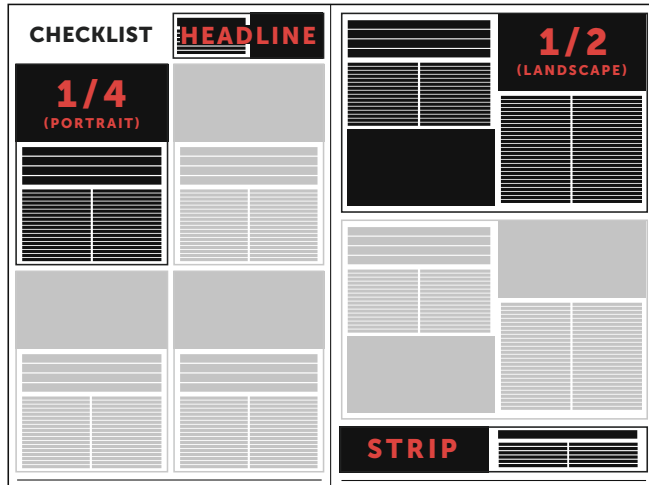
RATE CARD

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

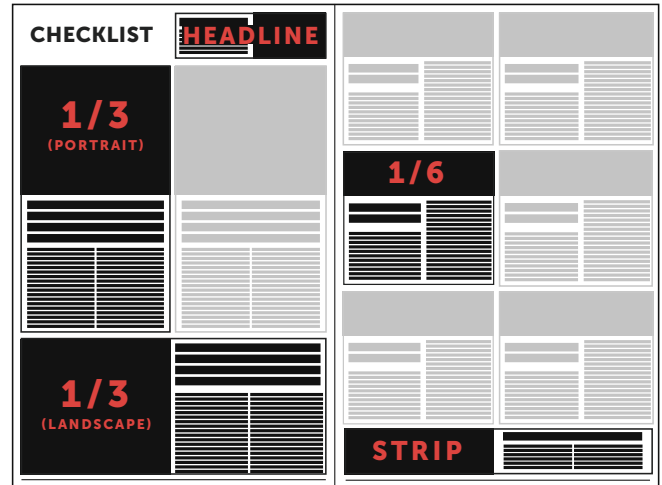
Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

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: 95 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

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

Financial & Legal 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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