

The Business Owners' 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 **Business Owners' 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 boasts a wealthy readership. The **Business Owners' Checklist** will serve as a complete guide for everything a business owner needs. It will give these readers a deeper insight into how they can help their business to thrive.

Showcasing a high-quality selection of products and services, **The Business Owners' Checklist** will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published on a Saturday, **The Business Owners' Checklist** is the perfect shop window for brands and organisations looking to benefit from a readership, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas, and have more time to spend reading their newspaper than a weekday instalment.

PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- The average age of Sunday Times Magazine reader is 58.

The Business Owners' checklist

Consider the checklist your business or already running a successful business? Then this is the guide you need to help you grow your business.

Looking for a cashflow boost for your company?

For the last few financial years, The Sunday Times has been a leading voice in the business world. Our expert advice and analysis is a must-read for all business owners. Our checklist is a comprehensive guide to everything you need to know to grow your business. It includes advice on everything from marketing to finance, and is a must-read for all business owners.

Win a sparkling new website worth £900!

Enter now to win a sparkling new website worth £900! The winning entry will be chosen by a panel of experts. The prize is a sparkling new website worth £900! Enter now to win a sparkling new website worth £900!

For a free initial discussion please call Ian Farley on 020 7123 1234 or email ian@ianfarley.co.uk

London and the hacker

Research carried out by Ian Farley, author of the book 'The Hacker's Handbook', shows that London is a hotbed of hacking activity. The book is a comprehensive guide to everything you need to know to protect your business from hackers. It includes advice on everything from security to law, and is a must-read for all business owners.

Managing a return to work post Covid-19?

As a business owner, you will be looking for ways to manage the return to work post Covid-19. This checklist is a comprehensive guide to everything you need to know to manage the return to work post Covid-19. It includes advice on everything from health and safety to HR, and is a must-read for all business owners.

Ecotricity, the UK's greenest energy company

Ecotricity is the UK's greenest energy company. It is a leading provider of renewable energy, and is a must-read for all business owners. It includes advice on everything from energy to sustainability, and is a must-read for all business owners.

ecotricity

For more information on the website visit ecotricity.co.uk/business-energy

Your handy online investment management tool

Dehns is a leading provider of legal services, and is a must-read for all business owners. It includes advice on everything from law to business, and is a must-read for all business owners.

Dehns

For more information on the website visit dehns.co.uk

Is your company's IT stable and secure for today's threats?

nutmeg is a leading provider of IT services, and is a must-read for all business owners. It includes advice on everything from IT to business, and is a must-read for all business owners.

nutmeg

For more information on the website visit nutmeg.co.uk

Dehns

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1.5m
Average readership of
The Sunday Times Magazine

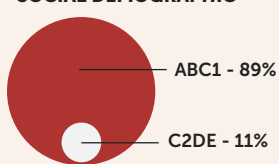
34%
are likely to take action after
seeing adverts in this section

70%
believe it is worth paying
extra for quality products

39%
agree they tend to go for
premium brands

DEMOGRAPHICS

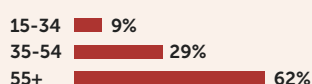
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

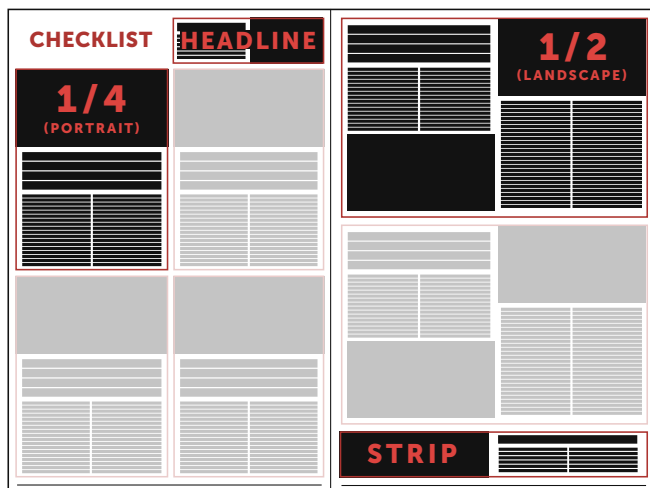
RATE CARD

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

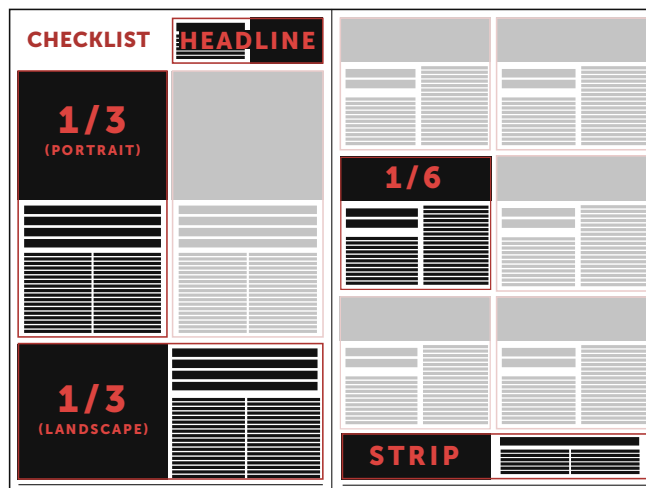
Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

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 14mm

SIXTH PAGE

Landscape: 95 x 106 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

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Company number: 08357910 VAT number: 161866882

The Business Owners 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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