

BEST OF BRITISH

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 **Best of British 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. **Best of British Checklist** will therefore service as an essential guide for readers who are looking for new and exciting ways to spend their money.

The **Best of British Checklist** showcases a high-quality selection of quintessentially British products and services, ranging from food & drink, fashion, gadgets & technology, travel, days out and attractions.

Published on a Sunday, **Best of British 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.
- Over 70% believe it is worth paying extra for quality goods.

BEST OF BRITISH checklist

Buying British means supporting the domestic economy - that's what it's all about. Best of British is a range of products to make every British shopper smile with pride.

Wake up and gain free thanks to the Emma Original - the UK's most-awarded mattress in 2019

Emma Original is a 100% British-made mattress, designed and manufactured in the UK. It's the most-awarded mattress in 2019, and it's the most comfortable, supportive and durable mattress you can buy. It's the perfect choice for anyone who wants to wake up feeling refreshed and ready for the day.

Piece together your past

With a collection of over 100 pieces, the Emma Original is the perfect choice for anyone who wants to wake up feeling refreshed and ready for the day.

Long-lasting candles and reed diffusers

Price's Candles are made from the finest scented oils and waxes, and are designed to last for up to 100 hours. They are the perfect choice for anyone who wants to create a warm and inviting atmosphere in their home.

With 50 UK destinations to choose from, a British break is just the thing for the family

Butler & Hill offers a range of holiday homes and cottages across the UK, from the Cotswolds to the Lake District. They are the perfect choice for anyone who wants to enjoy a relaxing holiday in the heart of Britain.

"We will write them on the beaches..."

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An original Queen Victoria Gold Half Sovereign - a genuine 130-year-old rarity

The London Mint Office offers a range of rare and valuable coins, including the Queen Victoria Gold Half Sovereign. It's a genuine 130-year-old rarity, and it's the perfect choice for anyone who wants to own a piece of British history.

Discover the new Land Rover at Kentdale

Kentdale offers a range of Land Rover vehicles, from the Range Rover to the Defender. They are the perfect choice for anyone who wants to enjoy the best of British engineering and design.

Look for the Red Tractor!

The Red Tractor logo is a symbol of quality and reliability, and it's the perfect choice for anyone who wants to buy a product that's made in Britain.

Go wild for the UK's top safari experience

The UK's top safari experience is the perfect choice for anyone who wants to enjoy a day of adventure and excitement in the heart of Britain.

Gorgeously British luxury gift sets

Baylis & Harding offers a range of luxury gift sets, from the classic Baylis & Harding set to the more modern Baylis & Harding set. They are the perfect choice for anyone who wants to give a gift that's both luxurious and British.

1.5m

Average readership of *The Sunday Times Magazine*

34%

are likely to take action after seeing adverts in this section

70%

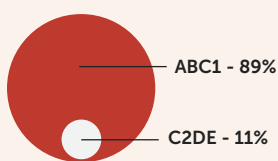
believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

DEMOGRAPHICS

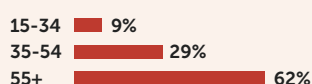
SOCIAL DEMOGRAPHIC



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

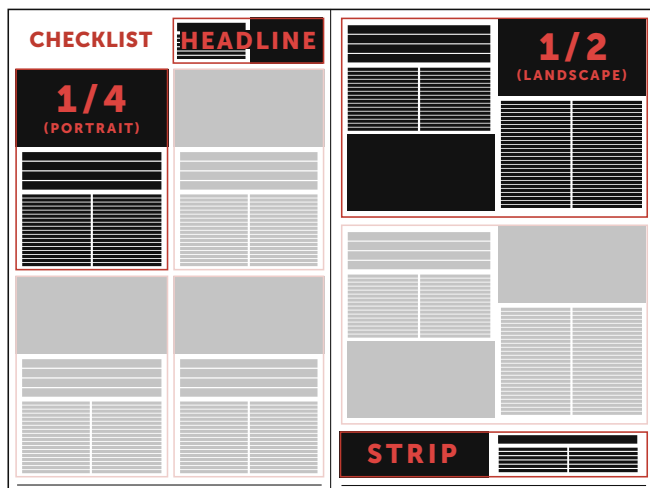
RATE CARD

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

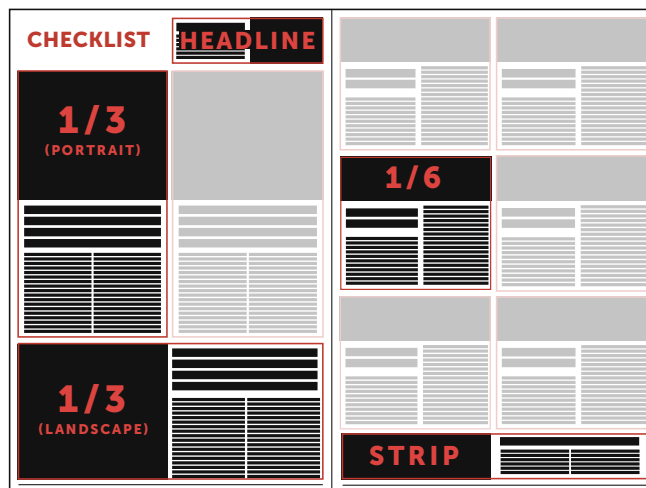
Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

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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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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