

Countryside

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 **Countryside Checklist** is a full-colour, tabloid 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* reaches a wealthy readership. This audience has a keen interest in outdoor pursuits such as trekking and hiking, and the publication itself is renowned for its definitive cultural contribution.

The **Countryside Checklist** showcases a high-quality selection of products and services to benefit the countryside enthusiast, including country homes and interiors, outdoor clothing and footwear, organic food and drink, equestrianism, shooting and country sports.

Published on Saturday, the **Countryside Checklist** is the perfect shop window for brands and organisations to benefit from mature readers with a heightened appreciation for the British outdoors.

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.

Countryside checklist

ADVERTISEMENT

A weighty problem

With a new 100-page edition of the *Countryside Checklist*, it's time to get your hands on the ultimate guide to the British outdoors. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

Off with a bang - get set for the shooting season

With the shooting season about to get underway, it's time to get your hands on the ultimate guide to the British outdoors. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

Want to discover what the farm-to-table movement is all about?

Discover the benefits of the farm-to-table movement. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

Unlock the benefits of vehicle security with Gearmate

Discover the benefits of vehicle security with Gearmate. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

Elegance on the driven game shoot

Discover the benefits of elegance on the driven game shoot. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

Peace of mind for your pet's healthcare

Discover the benefits of peace of mind for your pet's healthcare. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

Why British Game will transform your home cooking

Discover the benefits of why British Game will transform your home cooking. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

Cool dogs travel with Litrax KS

Discover the benefits of cool dogs travel with Litrax KS. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

Multi-purpose, all terrain, all weather boots

Discover the benefits of multi-purpose, all terrain, all weather boots. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

As a specialist, Checklist reduces your pet's risk of injury

Discover the benefits of as a specialist, Checklist reduces your pet's risk of injury. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

Petsurance

Discover the benefits of Petsurance. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

The wipe-clean Tuffies Nest

Discover the benefits of the wipe-clean Tuffies Nest. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

Rizzini

ADVERTISEMENT

Get ready for The Glorious Twelfth with specialist shooting insurance

Discover the benefits of get ready for The Glorious Twelfth with specialist shooting insurance. This is the only guide to the outdoors that is both practical and inspiring. It's the only guide to the outdoors that is both practical and inspiring.

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1.5m

Average readership of
The Sunday Times Magazine

89%

of readers are in the ABC1
social-economic profile

70%

believe it is worth paying
extra for quality products

39%

agree they tend to go for
premium brands

DEMOGRAPHICS

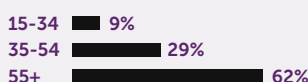
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 588,494 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

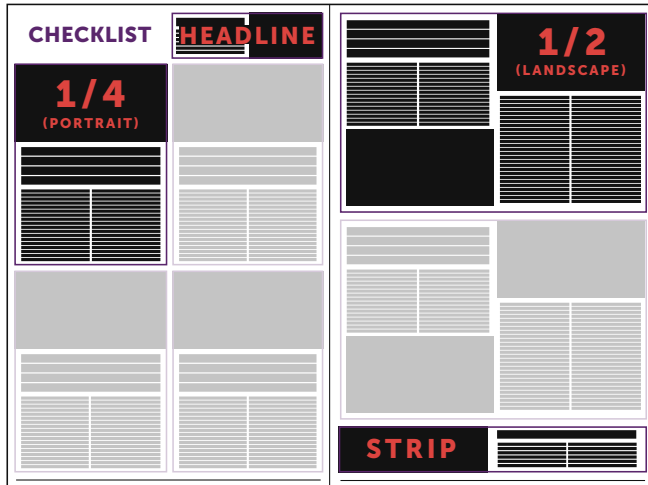
RATE CARD

Third page	£9,000
Quarter page	£6,750
Sixth page	£4,500
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

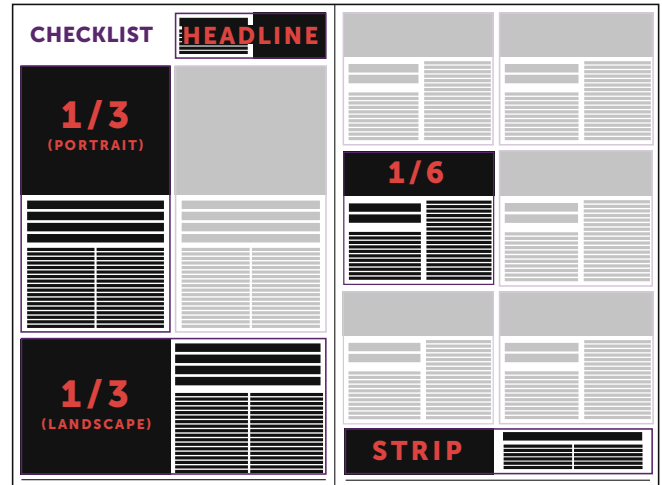
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 193 x 32 mm

Total word count	80-100 words (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: 193 x 69 mm
Portrait: 94 x 142mm

SIXTH PAGE

Landscape: 95 x 65 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
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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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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