

# Yachting and Boating 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 **Yachting & Boating Checklist** is a full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine* issued with the weekly newspaper.

*The Sunday Times Magazine* boasts a wealthy readership with high disposable incomes. The majority of these readers are over the age of 35, and have the means to invest in their hobbies and outdoor pursuits.

*The Sunday Times Magazine* is the perfect vehicle for showcasing the **Yachting & Boating Checklist**, which will serve as an essential guide for readers to discover more about the world of yachting and boating, and all that it entails. It showcases a selection of high quality products and services including yachting and boating holidays, purchasing and chartering, courses, equipment, fashion attire, tech, and much more.

Published on a Sunday, **Yachting & Boating Checklist** provides a perfect shop window for brands and organisations looking to benefit from a mature and affluent readership.

## 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 *The Sunday Times Magazine* reader is 58.

### Yachting and Boating checklist

A full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine* issued with the weekly newspaper.

Discover what's new in the world of yachting and boating. Visit [yachtingandboating.co.uk](http://yachtingandboating.co.uk) for more details.

### Win a biOrb LIFE 30 aquarium

Win over £200!

Are you a fan of biOrb? Now with a biOrb LIFE 30 aquarium, you can have a real-life underwater world in your home. Visit [biOrb.co.uk](http://biOrb.co.uk) to find out more.

### Be prepared with Bishop Skinner Marine - the boat insurance specialists

With over 30 years of experience, Bishop Skinner Marine is the UK's leading boat insurance specialist. Visit [bishops Skinner.co.uk](http://bishops Skinner.co.uk) to find out more.

### Book your dream sailing holiday

Whether it's a weekend escape or a longer holiday, Bishop Skinner Marine can help you find the perfect boat for your needs. Visit [bishops Skinner.co.uk](http://bishops Skinner.co.uk) to find out more.

### Premier Sailing - race around the UK

Sign up for an exciting challenge: race around the UK in a 40-foot racing yacht. Visit [premierSailing.co.uk](http://premierSailing.co.uk) to find out more.

### Get on the water with boatfolk

With 12 beautiful locations around the UK, boatfolk offers a range of sailing holidays for all levels. Visit [boatfolk.co.uk](http://boatfolk.co.uk) to find out more.

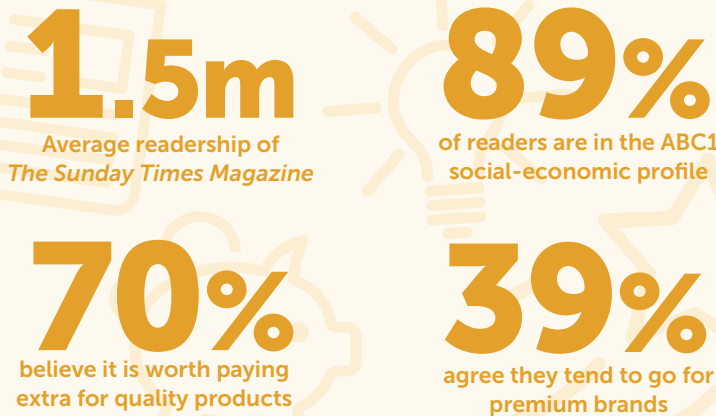
### Sanlorenzo Yachts at Southampton Boat Show

Visit the Sanlorenzo Yachts stand at the Southampton Boat Show to see the latest in luxury motor yachts. Visit [sanlorenzo.co.uk](http://sanlorenzo.co.uk) to find out more.

### Win a cruise

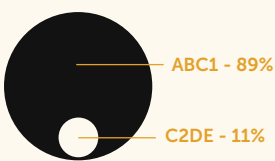
Win over £200!

Are you a fan of cruising? Now with a biOrb LIFE 30 aquarium, you can have a real-life underwater world in your home. Visit [biOrb.co.uk](http://biOrb.co.uk) to find out more.

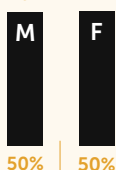


## DEMOGRAPHICS

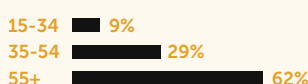
### SOCIAL DEMOGRAPHIC



### 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

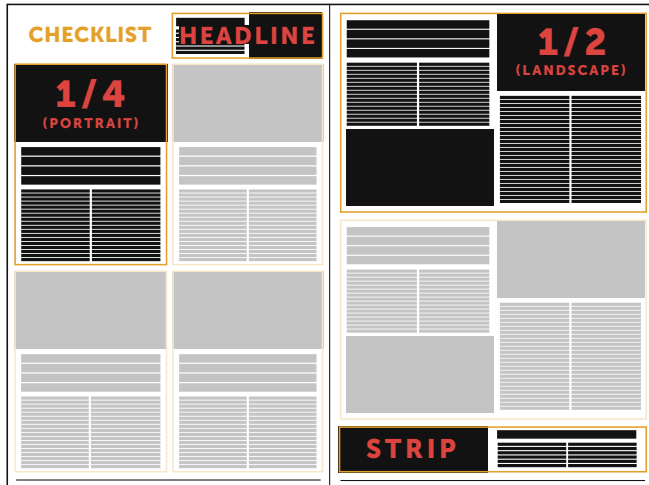
## RATE CARD

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

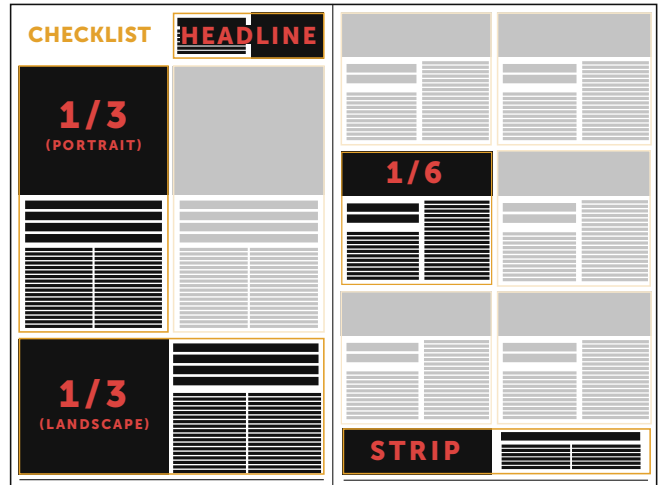
<b>Total word count</b>	130-150 words (includes call to action)	<b>Total word count</b>	250-300 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images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

### STRIP Landscape: 193 x 32 mm

<b>Total word count</b>	80-100 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

<b>Total word count</b>	160-200 words (includes call to action)	<b>Total word count</b>	80-100 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo	<b>Images</b>	1 image + logo

### HEADLINE COMPETITION Landscape: 94 x 32 mm

<b>Copy</b>	What is the prize and its value.
<b>URL</b>	Hurst Media will provide competition link
<b>Images</b>	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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

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](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

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