

Yachting & 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 & Boating checklist

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Win a waterfront shopping experience Worth £500!

At a recent event, the winners of the 'Win a waterfront shopping experience Worth £500!' competition were announced. The winners will receive a weekend shopping spree for two at the Gunwharf Quays, a waterfront shopping centre in Southampton.

www.gunwharfquays.co.uk

UKSA's professional training launching long-term careers in the marine industry

UKSA is one of the world's leading maritime training providers and their waterfront base of the Isle of Wight is the perfect setting to learn in. UKSA offers a full range of professional maritime training, launching long-term careers in a growing industry with plenty of opportunities for employment. UKSA's flagship programme, the SuperYacht Cadetship, has been designed for 20-25 year olds and is a credible alternative to university for those looking to work in offshore.

www.uksa.org

Learn or improve your sailing with Seafarer

With training centres in Greece, Croatia and the UK, Seafarer offers the widest choice of locations where you can learn to sail. Their practical yacht courses sail all levels. Beginners start with the Seafarer 30, then move up to the Seafarer 40, and finally the Seafarer 50. Seafarer operates current fleets sailing holidays in Greece, Croatia, Montenegro, Turkey and the South of France, plus the Thailand fleet sailing over the winter months.

For more details visit seafarer.co.uk or call 020 824 3118.

The cruise of the year

Experience the challenges of tall currents, reefs and sand bars, taking in the ever-changing coastline, and entering the UK's many historical ports from the sea. All while contributing to a good cause, as part of fundraising for Macmillan Cancer Support. Premier Sailing's experience of the expert crew and support provided by Macmillan has inspired this charity trip. Techno will sail many gorgeous marinas and most, including Devon and Dorset and Dorset and Dorset, will be a great way to raise money for Macmillan.

From £750 per person - visit premiercruising.co.uk, email colin@premiercruising.co.uk or call 01621 744802.

Own a yacht without hassle!

If you're a regular charterer and have considered purchasing your own yacht but don't want the hassle of ongoing costs, then you should consider the Yacht Ownership programme from Sunair and The Moorings. Owners can use either their own yacht or a charter ship for up to 12 weeks a year at worldwide destinations. The Moorings and Sunair will take care of your yacht including maintenance and insurance. The Guaranteed Income programme: You pay 20% of the yacht cost at the start, receive the title and income of 80 per cent until the end of the year. You could choose to buy with cash or instead get a competitive mortgage from a financial partner. At the end of the year, you can choose to keep your yacht, sell it or trade it in for a new one and start the programme again.

Visit sunairyacht.co.uk or call 023 9221 2225 to find out more.

Release your inner Indiana Jones on an archaeological tour

Dig into all things archaeological or cultural with an expert-led experience courtesy of Peter Sommer Travel.

The specialist family-run travel company is a two-time winner of the TripAdvisor 'Best of the Year' award. Discover the many wonders of ancient Egypt on a Nile cruise. Discover the ancient ruins of the Greek coast of Crete aboard a private yacht. Explore the ancient ruins of the Greek coast of Crete aboard a private yacht. Explore the ancient ruins of the Greek coast of Crete aboard a private yacht.

Find out more and book a trip you'll never forget by visiting peterommer.com or calling 01608 888 220.

A life less ordinary

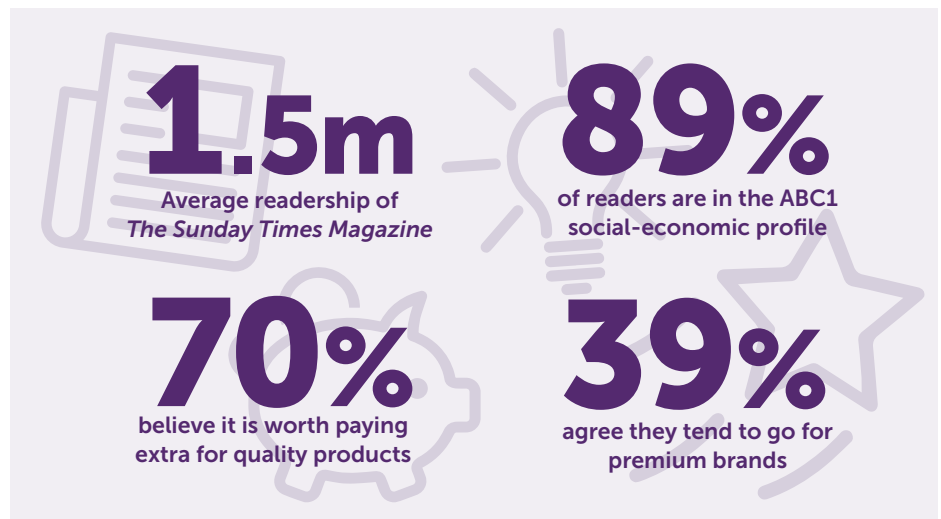
Shore, the Group are exhibiting the world renowned Goshawk 485 with her superb and well-kept hull, the latest Southey 485, a custom 56, and the Bluewater 50 Canoe.

Visit shoreships.co.uk or call 01293 888 220.

Specialist boat insurers for 193 years

Bring your boats to sea, river, lake and weather. What's more, GJW Direct insurance customers get access to a wide range of top marine brands. Safety is paramount when on the water. GJW Direct is an official partner of the RYA's Lifeline Centre where Community Safety volunteers provide safety advice on a range of topics and carry out free in-boat inspections.

Visit gjwdirect.com and choose a GJW Direct policy to have confidence in your marine insurance.

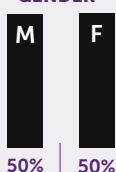


DEMOGRAPHICS

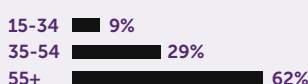
SOCIAL DEMOGRAPHIC



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

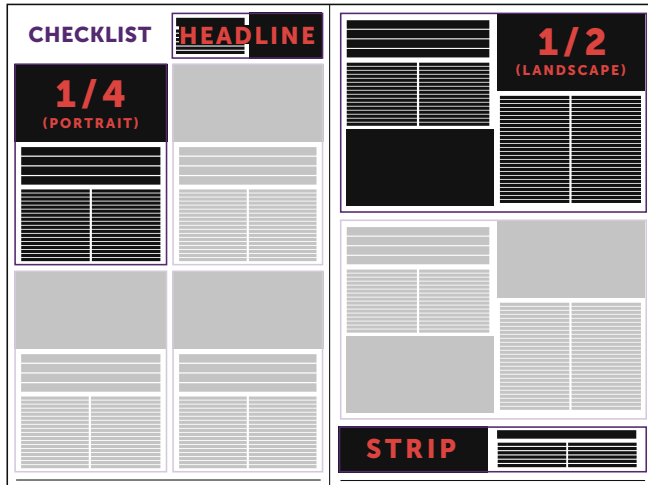
RATE CARD

Third page	£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

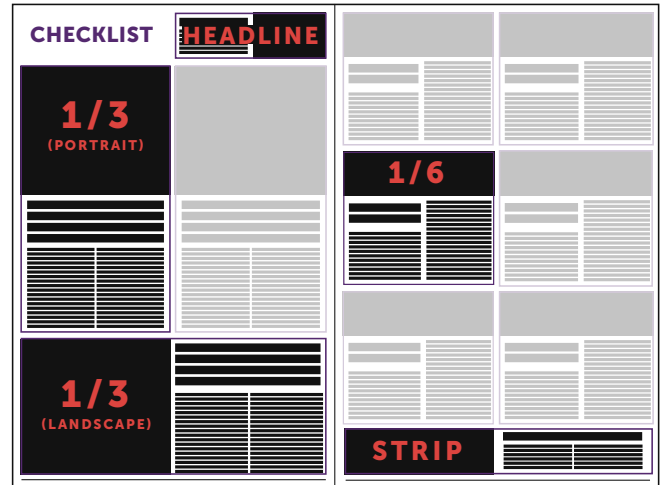
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

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

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

Health & Wellbeing 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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