

Business 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 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 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 Checklist** will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published on a Sunday, the **Business 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

With over 89% of readers in the ABC1 social economic profile, The Sunday Times Magazine is 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.

Read more about the Business Checklist at www.sundaytimes.co.uk

Looking for a lawyer? Look no further

At Qredible, we're a team of legal experts who can help you find the right lawyer for your business. We have a team of lawyers who are experts in all areas of law, from commercial law to family law. We can help you find the right lawyer for your business, so you can get the best advice and representation possible.

Make us your first choice when choosing your lawyer - see www.qredible.co.uk

Taking the pain out of payroll

Payroll is a complex and time-consuming task, but it doesn't have to be. At Payroll Solutions, we offer a range of payroll services that can help you save time and money. We can handle all the paperwork and calculations for you, so you can focus on running your business.

Find out more about our services at www.payroll-solutions.co.uk

GoDaddy Websites + Marketing: empowering entrepreneurs

GoDaddy Websites + Marketing is a one-stop solution for everything you need to get your business online. We offer a range of website design and marketing services, so you can create a professional online presence for your business.

Find out more about our services at www.godaddy.co.uk

ArchOver connects high-growth SMEs with the cash they need to succeed. How can they help you?

ArchOver is a platform that connects high-growth SMEs with the cash they need to succeed. We can help you find the right investment or loan for your business, so you can get the funding you need to grow.

Find out more about our services at www.archover.co.uk

Helping you get on the road, and stay there

At Northgate, we offer a range of services that can help you get on the road and stay there. We can help you with everything from car hire to travel insurance, so you can travel with confidence.

Find out more about our services at www.northgate.co.uk

How a happy workplace can help your business thrive

At WorkLife, we offer a range of services that can help you create a happy workplace. We can help you with everything from employee engagement to workplace safety, so you can create a positive work environment.

Find out more about our services at www.worklife.co.uk

Your handy online investment management tool

At Nutmeg, we offer a range of online investment management tools that can help you manage your investments. We can help you with everything from portfolio management to risk management, so you can manage your investments with confidence.

Find out more about our services at www.nutmeg.co.uk

Small and powerful: discover an A3 colour printer that's compact, eco-friendly and offers endless possibilities

At OKI, we offer a range of A3 colour printers that are compact, eco-friendly and offer endless possibilities. We can help you find the right printer for your business, so you can print with confidence.

Find out more about our services at www.oki.co.uk

Escape corporate accounting

At AIMS, we offer a range of services that can help you escape corporate accounting. We can help you with everything from tax management to financial reporting, so you can manage your business with confidence.

Find out more about our services at www.aims.co.uk

Time to scale-up your eCommerce business?

At BuzzBrand, we offer a range of services that can help you scale-up your eCommerce business. We can help you with everything from website design to marketing, so you can grow your business with confidence.

Find out more about our services at www.buzzbrand.co.uk

1.5m
Average readership of
The Sunday Times Magazine

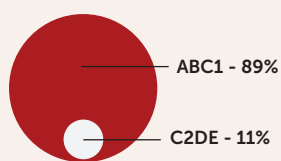
34%
are likely to take action after
seeing adverts in this section

70%
believe it is worth paying
extra for quality products

39%
agree they tend to go for
premium brands

DEMOGRAPHICS

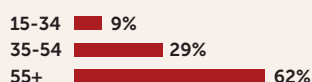
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

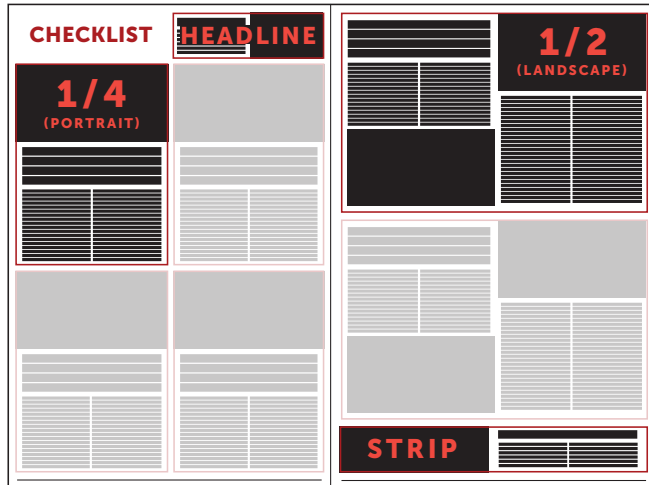
RATE CARD

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

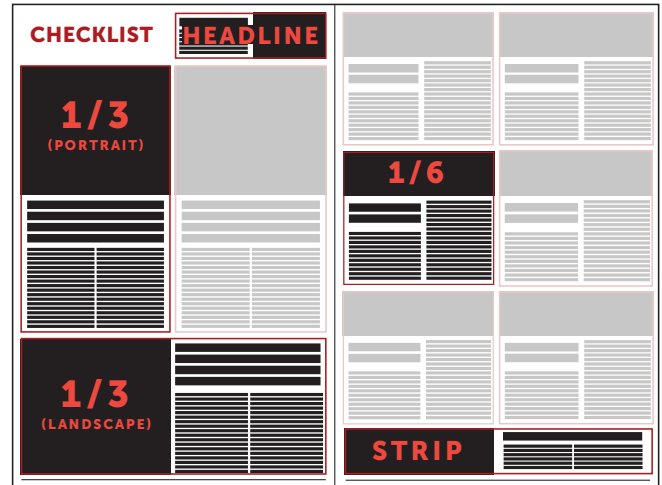
Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

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: 08375910 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

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