

SHARESQUARES IN THE TIMES

PUBLISHED WITH **THE TIMES**

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)



Reach an affluent audience interested in how their portfolio is performing.

The **ShareSquare**, appearing daily with *The Times*, is an ideal opportunity to get your brand noticed, especially for those wanting to advertise within a business or personal finance environment.

Ideal for companies wanting to appeal to a high net-value audience – whatever the sector – the **ShareSquare** in *The Times* provides a bite-size, daily, high-dwell time shop window for your products and services.

- Daily print readership: 843,766
- *Times*' readers have a mean family annual income of £55,885
- 1 in 4 have over £50k in savings or investments
- 57% are more likely to be planning to change their bank or financial services provider in the next six months
- 1 in 5 have researched personal finance online in the past three months
- 38% are more likely to select advertising as a key criteria of choice for financial services.
- Over 70% of readers believe it is worth paying extra for quality goods
- Around 39% of readers agree that they tend to go for premium brand
- Readers of *The Times* are 25% more likely to mention ads when they talk about brands

1m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

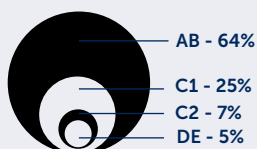
believe it is worth paying extra for quality products

39%

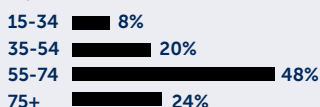
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DEMOGRAPHICS

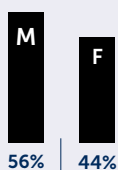
SOCIAL DEMOGRAPHIC



AGE



GENDER



SPECIFICATIONS

90mm (h) x 85mm (w).

All artwork is supplied as PDFs with 3mm bleed. Crop marks are not required.

Images and colours are set in CMYK.

All artwork and images are supplied with high enough resolution for print, which is at least 300dpi.

RATE CARD

1 for **£3,000**

2 for **£5,700**

3 for **£8,100**

4 for **£10,200**

5 for **£12,000**