

Arts, Antiques & Collectables

checklist



PUBLISHED WITH THE TIMES ON SATURDAYS

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

The Arts, Antiques & Collectables Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

With 62% of Times readers claiming to trust the articles in the Arts section, *The Times* is renowned for its expert commentary on cultural matters. The Arts, Antiques & Collectables Checklist serves as an essential guide to inspire these readers to explore new activities and pastimes in the UK's thriving arts, antiques and collectables market.

Showcasing a selection of exciting brands, products and services, it will include the best exhibitions, auctions, fairs and period properties, as well as memorabilia, collectables and jewellery.

Published on a Saturday, the Arts, Antiques & Collectables Checklist is the perfect shop window for brands and organisations looking to benefit from a readership that has more time to spend with their newspaper than a weekday instalment, and one accustomed to highly respected cultural commentary from world-class contributors.

PARTICULARLY CONSIDERING

- 34% of Times readers visit the latest art exhibitions
- 67% of readers are AB social group
- 72% of Times Weekend readers are over the age of 45
- The Times is read for an average of 76 minutes on a Saturday

Arts, Antiques & Collectables checklist

Discover a wealth of exciting brands, products and services, it will include the best exhibitions, auctions, fairs and period properties, as well as memorabilia, collectables and jewellery.

Commission a portrait painting

Many of our finest artists are available to commission a portrait painting. The portrait is a timeless work of art, capturing a moment in time and reflecting the personality of the subject. Our artists are experienced and talented, creating portraits that are both realistic and expressive. Contact us today to commission your portrait.

Turning safe shipping into an artform

At Chiswick, we specialise in the safe shipping of art and collectables. Our team of experts ensures that your valuable items are transported securely and safely. We offer a range of services, including packing, crating, and shipping, to ensure that your items arrive in perfect condition.

A jewel among West London auctioneers

For those seeking a rare and valuable piece, our auctioneers are the perfect place to look. We offer a wide range of items, including jewellery, watches, and collectables, all of which are sold at auction. Our experts provide a wealth of information and advice to help you make the best decision for your purchase.

Piece together your past

Discover the history of your home with our expert advice on period properties. We offer a range of services, including research, advice, and restoration, to help you bring your home back to its former glory. Contact us today to learn more.

Moving home and selling your valuables?

At Butlers Hill, we specialise in the sale of art and collectables. Our team of experts ensures that your valuable items are sold at the best price possible. We offer a range of services, including valuation, advice, and sale, to ensure that your items are sold in the best way possible.

Release your inner Indiana Jones on an archaeological tour

At Baldwin's, we offer a range of archaeological tours, allowing you to explore the wonders of the ancient world. Our tours are led by experts and cover a wide range of sites, including Egypt, Greece, and Rome. Contact us today to book your tour.

Elegant and affordable timepieces with soul

At Peter Smeets, we offer a range of elegant and affordable timepieces. Our watches are both stylish and functional, with a variety of designs and movements to choose from. Contact us today to view our collection.

Learn the experts' secrets with Sotheby's Institute of Art short courses and lectures

At Sotheby's Institute of Art, we offer a range of short courses and lectures, allowing you to learn from the experts in the field. Our courses cover a wide range of topics, including art history, conservation, and auctioneering. Contact us today to learn more.

1.3m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

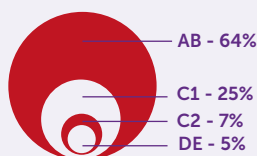
believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

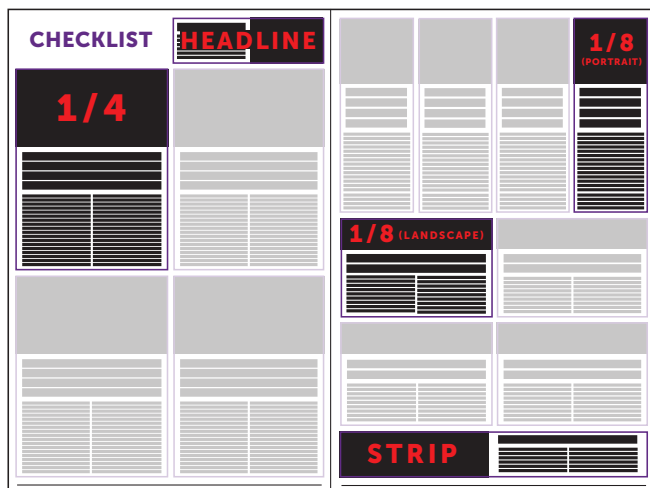
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
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: 132 x 136.6 mm

Total word count	200-250 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

EIGHTH PAGE

Landscape: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

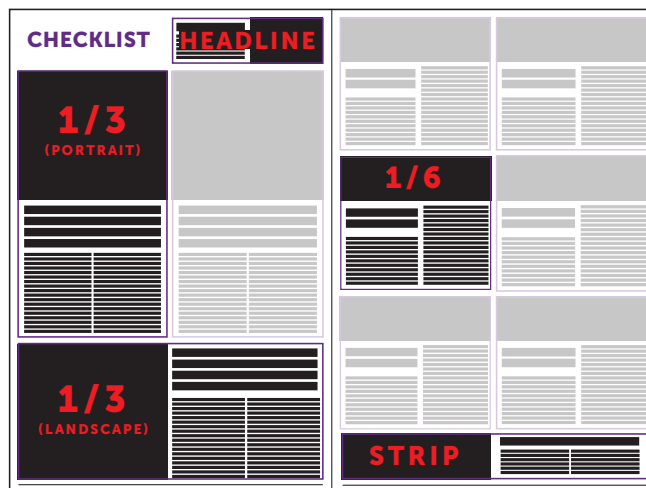
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 268 x 42.5 mm

Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

Landscape: 268 x 89.7 mm
Portrait: 183.6 x 132 mm

Total word count	200-300 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo

SIXTH PAGE

Landscape: 132 x 89.7 mm

Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 image + logo

HEADLINE Landscape: 134 x 42.5 mm

Total word count	60-80 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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. 20 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

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 [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 Company 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.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

CONTACT DETAILS

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

Arts, Antiques & Collectables Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*
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MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 478 6016
production@hurstmediacompany.co.uk



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