

Business Owners 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)

Business Owners Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

The Times is the number one daily title for reaching the UK's business elite, reaching 52% more than *The Daily Telegraph* and 35% more than the *Financial Times*. This makes *Times* readers the perfect audience for **Business Owners Checklist**, which 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, **Business Owners Checklist** published with *The Times* will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published on a Saturday, **Business Owners 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

- 45% of *Times* readers agree they are more likely to take some action after reading articles in this section
- Times* readers are more than twice as likely to be interested in personal finance and investment topics
- The Times* is the number one daily title for reaching the UK's business elite, reaching 35% each day
- The Times* is read for an average of 76 minutes on a Saturday

Business Owners checklist

Consider starting your own business or already running a successful SME? There's a simple guide to help you. These ideas could be the start to your business success.

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

ArchOver is a leading provider of business finance solutions. We help SMEs to secure the cash they need to grow their business. Our experts can help you to understand the different options available to you, and we can help you to secure the best deal for your business.

Helping you get on the road, and stay there

Northgate is a leading provider of business travel solutions. We help SMEs to manage their business travel costs, and we can help you to secure the best deal for your business.

Escape corporate accounting

AIMS is a leading provider of business accounting solutions. We help SMEs to manage their business accounting costs, and we can help you to secure the best deal for your business.

Work Life

Work Life is a leading provider of business workspace solutions. We help SMEs to manage their business workspace costs, and we can help you to secure the best deal for your business.

Looking for a lawyer? Look no further

Qredible is a leading provider of legal services. We help SMEs to manage their legal costs, and we can help you to secure the best deal for your business.

Taking the pain out of payroll

Payroll is a leading provider of payroll services. We help SMEs to manage their payroll costs, and we can help you to secure the best deal for your business.

GoDaddy Websites + Marketing: empowering entrepreneurs

GoDaddy is a leading provider of website and marketing services. We help SMEs to manage their website and marketing costs, and we can help you to secure the best deal for your business.

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

OKI is a leading provider of A3 colour printers. We help SMEs to manage their A3 colour printing costs, and we can help you to secure the best deal for your business.

Time to scale-up your eCommerce business?

Scalable is a leading provider of eCommerce solutions. We help SMEs to manage their eCommerce costs, and we can help you to secure the best deal for your business.

1.3m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

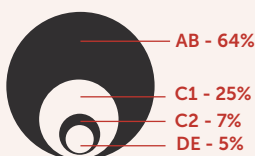
believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

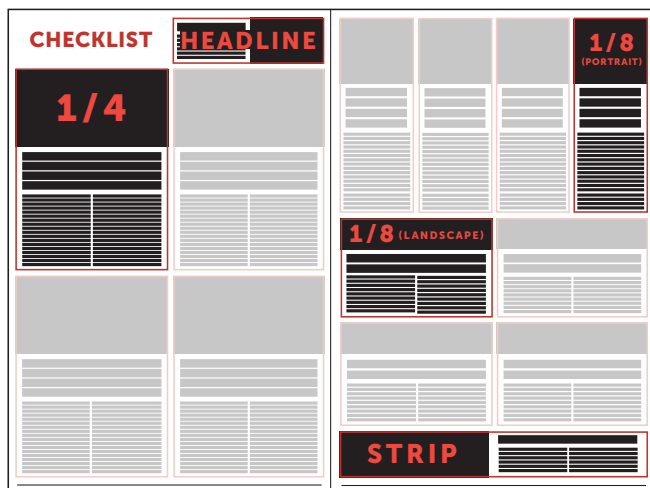
RATE CARD

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

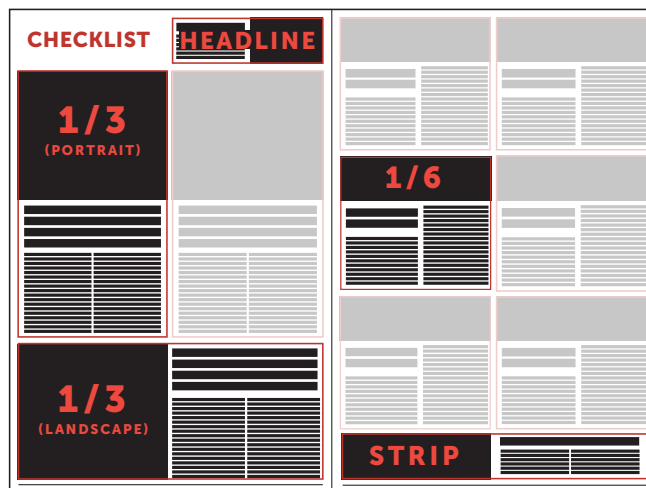
Total word count 120-150 words

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 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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Business Owners 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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