

Care 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 Care Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday Times.

The Times Weekend boasts a mature readership, with 72% of its readers over the age of 45. The Care Checklist will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement.

It showcases a high-quality selection of products and services, ranging from activities and leisure, mobility options, legal advice, residential homes, nursing homes, care homes and healthcare options.

Published in the Saturday edition of *The Times*, the Care Checklist is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 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

Renovate your body!

Care checklist

With advertising space comes the need for a specialist range of products and services for the weekend in the highly-visited Care Checklist. This range of ideas can help you plan for the future - whether for yourself or a senior relative.

Will you leave the gift of a Marie Curie Nurse like Lynne or Bindi in your Will?

IF YOU'VE LEFT A LOVED ONE as a benefactor, you should have considered in a Will how you want your assets to be distributed. This is especially true if you have a dependent, or if you have a dependent who is a child of your partner. It is also important to consider how you want your assets to be distributed if you have a dependent who is a child of your partner.

A care seeker's guide to the galaxy

As the population of the UK continues to grow, the number of people who are aged 65 and over is also increasing. This means that there are more people who are aged 65 and over than ever before. This means that there are more people who are aged 65 and over than ever before.

The microscopic implant for glaucoma

GLAUKOMA CAN LEAD TO COMPLETE LOSS OF VISION. This is a serious condition that can lead to complete loss of vision. This is a serious condition that can lead to complete loss of vision.

If we don't, who will?

As we get older, it's important to think about what will happen if we can't take care of ourselves. This is a serious condition that can lead to complete loss of vision.

Insurance cover gives peace of mind for both you and your furry companion

As a pet owner, you know your furry friend is an important part of your life. This is a serious condition that can lead to complete loss of vision.

Take action - don't lose sight of your retirement dreams

As you get older, it's important to think about what will happen if you can't take care of yourself. This is a serious condition that can lead to complete loss of vision.

Take control of your pension savings with an online plan

As you get older, it's important to think about what will happen if you can't take care of yourself. This is a serious condition that can lead to complete loss of vision.

97% of people want to stay in their own home in later life

Most people want to stay in their own homes as they get older. This is a serious condition that can lead to complete loss of vision.

Feel safe on your stairs with an Acorn Stairlift

Acorn Stairlifts offer a safe and reliable way to get up and down stairs. This is a serious condition that can lead to complete loss of vision.

Macular Society

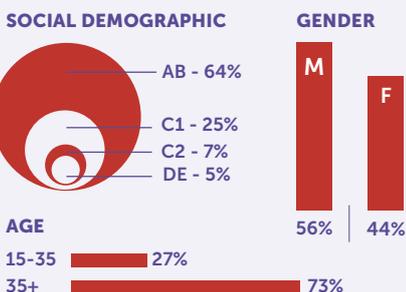
Macular Society provides support and information for people with macular disease. This is a serious condition that can lead to complete loss of vision.

PensionBee

PensionBee offers a range of pension services. This is a serious condition that can lead to complete loss of vision.

All facts and figures from News UK, ABC or PAMCo

DEMOGRAPHICS



DISTRIBUTION

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

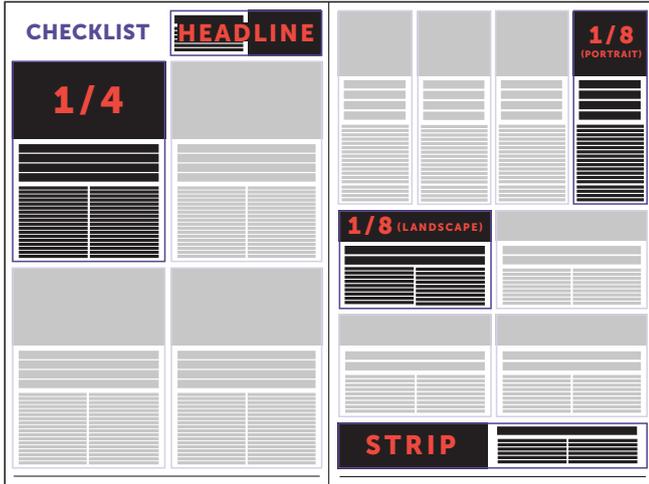
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

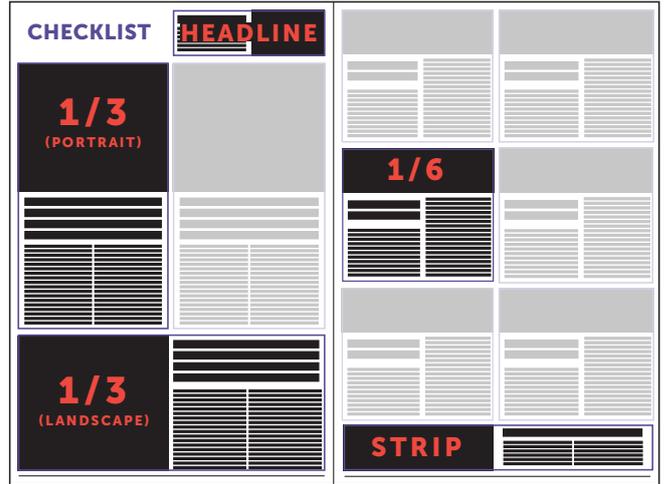
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 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

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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Care Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*
All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

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