

Countryside

The Glorious Twelfth

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

Boasting an audience with a keen interest in outdoor pursuits such as trekking and hiking, the Saturday publication of *The Times* is renowned for its definitive cultural contribution. The **Countryside Checklist** will offer new and exciting ways for consumers to experience the Great British outdoors and get them ready for game season.

The **Countryside Checklist** showcases a high-quality selection of products and services to benefit the countryside enthusiast, ranging from country homes and interiors, outdoor clothing and footwear, organic food and drink, equestrianism, and specialist kit and equipment.

Published on the Saturday before The Glorious Twelfth, the **Countryside Checklist** is the perfect shop window for brands and organisations to benefit from the season of heightened appreciation for the British outdoors, and a loyal and affluent readership more likely to buy organic, local products and produce.

PARTICULARLY CONSIDERING

- When talking about brands, *The Times* readers are 25% more likely to mention ads
- 34% of *The Times* readers are more likely to purchase organic groceries than the national average
- *The Times* is read for an average of 76 minutes on a Saturday

Discover Earth's nearest neighbours

CELESTRON

Discover Earth's nearest neighbours... Get your Celestron AstroMaster 130 EQ Reflector at celestron.co.uk

Make the most of the British countryside, food and rural life

FINU Countryside

To join or host a session for gift membership visit countrysidefinu.co.uk or call 01753 708535 and let Cater Time Foods help benefit your guests to what to work, eat and play.

Elegance on the driven game shoot

BERETTA

Available at the Beretta Gallery, Londoner outlets at beretta.com

A family business passionate about craftsmanship, design and quality

Craftsmen

Call to speak to our specialists on 01223 311111

Love golf? This new lithium battery trolley could be for you

Ben Sayers

Head enough? Visit ben-sayers.com

Wind down on a rural vineyard escape

GREAT BRITISH LAKE TOURS

Check to what? Visit greatbritishlake.com or call 01272 276476 to book a boat

Reach dizzying heights aboard DH Mosquito and Avro Lancaster

Avro Lancaster

Visit www.avro-lancaster.com

Exploration experiences for curious canines

CHEDDAR DOGS & CO

Visit www.cheddar-dogs.co.uk or call 01254 762324 for more details

Go wild for the UK's top safari experience

PORT KILMPINE

Visit www.portkilmpine.com or call 01292 264247 for more information

A dog walker's second best friend

THE DRYBROT COMPANY

Available in stores 1 to 12 020 855 55. Visit the online store at the-drybrot-company.com

See dinosaurs at the zoo in Hampshire

Marwell Zoo

Visit www.marwellzoo.com or call 01702 777467 for more information

1.3m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

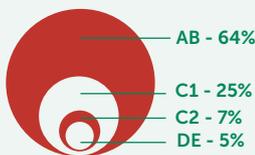
believe it is worth paying extra for quality products

39%

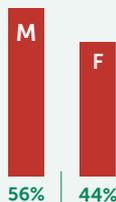
agree they tend to go for premium brands

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

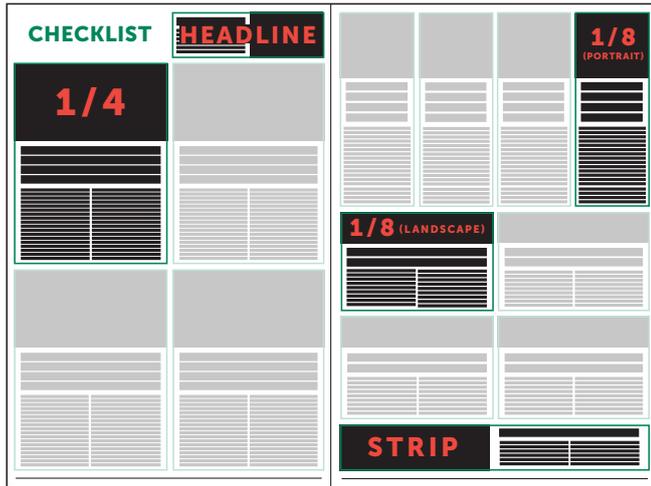
RATE CARD

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

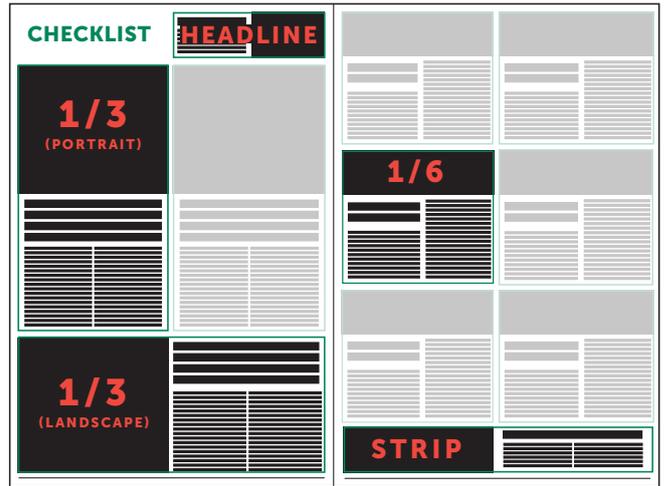
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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

Countryside 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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