

# Franchise 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 **Franchise 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 UK's number 1 daily print title for reaching the UK's business professionals and reaches over 50% more decision makers than the *Financial Times* or the *Daily Telegraph*. Therefore, the **Franchise Checklist** will serve as an essential guide for these wealthy professionals for the latest advice on how to launch or better a successful franchise.

It showcases a high-quality selection of products and services for an aspiring or already established franchisee - ranging from new franchise opportunities, recruitment agencies, banking options, lettings & real estate, transport & logistics, admin & facilities and I.T. & Telephony.

Published on a Saturday, the **Franchise Checklist** is the perfect shop window for brands and organisations looking to benefit from a wealthy and influential readership, who, when presented with accurate, reliable information, are highly suggestible to new business ventures, ideas and opportunities.

### PARTICULARLY CONSIDERING

- The Saturday edition of *The Times* boasts 1.3 million readers per issue
- The Times* is read for an average of 76 minutes on a Saturday
- 64% of *Times* readers are AB social group
- The Times* is the UK's number 1 daily print title for reaching the UK's business professionals

### Franchise checklist

Any serious entrepreneur looking for the latest, most trusted and best advice on how to launch or better a successful franchise will find this a must-read guide. It is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

Find out more at [franchisesales.com](http://franchisesales.com) or call 01224 240155.

### Need legal help with your franchise?

Franchise law is a complex area of law. It is essential to get expert advice from a solicitor who specialises in franchise law. This is especially true if you are considering a franchise opportunity. A solicitor can help you to understand the legal implications of a franchise agreement and ensure that you are protected from any potential risks.

Find out more at [franchisesales.com](http://franchisesales.com) or call 01224 240155.

### Help to tackle climate change and make a return

Climate change is a global issue that affects us all. It is essential to take action to reduce our carbon footprint. This can be done in many ways, including by using renewable energy, reducing waste, and conserving water. By taking these steps, we can help to protect the environment and make a positive impact on the world.

Find out more at [franchisesales.com](http://franchisesales.com) or call 01224 240155.

### Help your franchise grow with alternative finance

Alternative finance is a growing sector of the financial industry. It offers a range of financing options for businesses, including peer-to-peer lending, crowdfunding, and invoice financing. These options can provide businesses with the capital they need to grow and expand their operations.

Find out more at [franchisesales.com](http://franchisesales.com) or call 01224 240155.

### GoDaddy Websites + Marketing: empowering entrepreneurs

GoDaddy Websites + Marketing is a leading provider of website design and marketing services. They offer a range of services, including website design, content writing, and social media marketing. Their team of experts can help you to create a professional website and develop a marketing strategy that will drive traffic to your business.

Find out more at [godaddy.com](http://godaddy.com) or call 01224 240155.

### Find franchise opportunities on FranchiseSales.com

FranchiseSales.com is a leading website for finding franchise opportunities. It offers a range of services, including franchise listings, franchise reviews, and franchise advice. Their team of experts can help you to find the right franchise opportunity for your business.

Find out more at [franchisesales.com](http://franchisesales.com) or call 01224 240155.

### How easyMoney can help solve the savings crisis

easyMoney is a leading provider of financial services. They offer a range of services, including savings accounts, investment services, and financial advice. Their team of experts can help you to save money and grow your wealth.

Find out more at [easymoney.com](http://easymoney.com) or call 01224 240155.

### A modern approach to wealth management

Wealth management is a growing sector of the financial industry. It offers a range of services, including investment management, tax planning, and estate planning. These services can help you to manage your wealth and ensure that it is protected for the future.

Find out more at [franchisesales.com](http://franchisesales.com) or call 01224 240155.

### Exciting Multi-Unit investment opportunities available in the UK, Europe and worldwide

Multi-unit investment opportunities are available in the UK, Europe and worldwide. These opportunities can provide investors with a range of services, including real estate, retail, and food and beverage. They offer a range of benefits, including high returns and the potential for long-term growth.

Find out more at [franchisesales.com](http://franchisesales.com) or call 01224 240155.

### Escape corporate accounting

Corporate accounting is a complex and time-consuming task. It is essential to get expert advice from an accountant who specialises in corporate accounting. This is especially true if you are considering a franchise opportunity. An accountant can help you to understand the accounting implications of a franchise agreement and ensure that you are protected from any potential risks.

Find out more at [franchisesales.com](http://franchisesales.com) or call 01224 240155.

### The 'new' brand is known worldwide

The 'new' brand is known worldwide. It offers a range of services, including website design, content writing, and social media marketing. Their team of experts can help you to create a professional website and develop a marketing strategy that will drive traffic to your business.

Find out more at [franchisesales.com](http://franchisesales.com) or call 01224 240155.

### Time to scale-up your eCommerce business?

Time to scale-up your eCommerce business? It is essential to get expert advice from a consultant who specialises in eCommerce. This is especially true if you are considering a franchise opportunity. A consultant can help you to understand the eCommerce implications of a franchise agreement and ensure that you are protected from any potential risks.

Find out more at [franchisesales.com](http://franchisesales.com) or call 01224 240155.

1.3m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

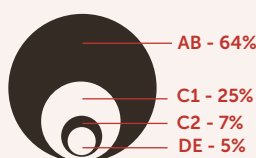
believe it is worth paying extra for quality products

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

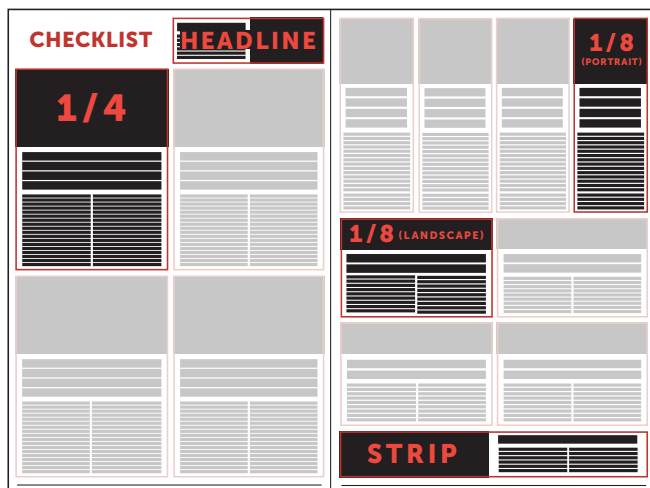
### RATE CARD

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

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

### EIGHTH PAGE

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

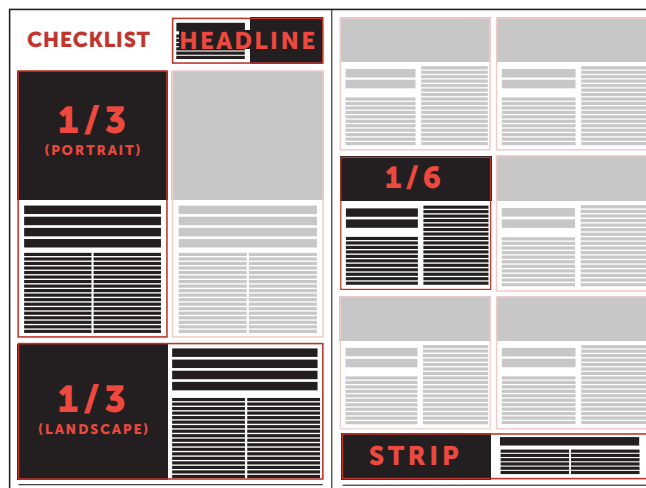
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 268 x 42.5 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

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

### SIXTH PAGE

Landscape: 132 x 89.7 mm

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

### HEADLINE Landscape: 134 x 42.5 mm

<b>Total word count</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

Franchise 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://hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
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[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



**HURST MEDIA**  
The UK's trusted media partner