

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

The Times readers have an average family income of £55,885. This wealthy readership believes it is worth paying extra for quality products and services. The **Pets & Animals Checklist** serves as an essential guide for animal lovers looking to make the best choices available for their pets.

The **Pets & Animals Checklist** showcases a high-quality selection of products and services for pets and their owners, ranging from food options, veterinary care, training classes, grooming equipment and services, charities, insurance, equine pursuits, exotic/tropical animals, pet-friendly hotels/restaurants and toys and accessories.

Published on a Saturday, the **Pets & Animals Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience who are looking for ways to keep their animals healthy and happy.

PARTICULARLY CONSIDERING

- When talking about brands, *The Times* readers are 25% more likely to mention ads
- *The Times* is read for an average of 76 minutes on a Saturday
- 64% of *Times* readers are AB social group

Pets and Animals checklist of
Your best friends deserve the best. Your pets deserve the best. Here are some ideas to keep them healthy and happy.

A dog walker's second best friend
After all, shoes are the most important piece of kit for any dog walker. They need to be comfortable, durable and have good grip. The **DRYBOOT COMPANY** offers a range of high-quality, waterproof dog boots. They are available in a variety of sizes and colors, and are designed to be easy to put on and take off. They are also available in a variety of styles, including high-top and low-cut. They are made from a combination of synthetic and natural materials, and are designed to be lightweight and flexible. They are also available in a variety of colors, including black, brown, and tan. They are also available in a variety of sizes, from small to large. They are also available in a variety of styles, including high-top and low-cut. They are made from a combination of synthetic and natural materials, and are designed to be lightweight and flexible. They are also available in a variety of colors, including black, brown, and tan. They are also available in a variety of sizes, from small to large.

Hand-made luxury beds your dog will love
If you're looking for a luxury dog bed, the **IVY & DUKE** range is the perfect choice. These beds are made from high-quality materials and are designed to be comfortable and durable. They are available in a variety of sizes and colors, and are designed to be easy to clean. They are also available in a variety of styles, including high-top and low-cut. They are made from a combination of synthetic and natural materials, and are designed to be lightweight and flexible. They are also available in a variety of colors, including black, brown, and tan. They are also available in a variety of sizes, from small to large.

Healthy nutrition for your feline friends
Your cat's health depends on the quality of the food they eat. **animonda** offers a range of high-quality cat food options. These foods are made from natural ingredients and are designed to be healthy and delicious. They are available in a variety of sizes and colors, and are designed to be easy to clean. They are also available in a variety of styles, including high-top and low-cut. They are made from a combination of synthetic and natural materials, and are designed to be lightweight and flexible. They are also available in a variety of colors, including black, brown, and tan. They are also available in a variety of sizes, from small to large.

LikeMat: the UK's number one bestselling boredom buster
If your dog is bored, they might be destructive. **LikeMat** is a boredom buster that keeps your dog entertained and happy. It is made from high-quality materials and is designed to be durable and long-lasting. It is available in a variety of sizes and colors, and is designed to be easy to clean. It is also available in a variety of styles, including high-top and low-cut. It is made from a combination of synthetic and natural materials, and is designed to be lightweight and flexible. It is also available in a variety of colors, including black, brown, and tan. It is also available in a variety of sizes, from small to large.

Is your wild bird food 'Fair to Nature'?
If you're looking for a bird feeder, the **Honeyfield's** range is the perfect choice. These feeders are made from high-quality materials and are designed to be durable and long-lasting. They are available in a variety of sizes and colors, and are designed to be easy to clean. They are also available in a variety of styles, including high-top and low-cut. They are made from a combination of synthetic and natural materials, and are designed to be lightweight and flexible. They are also available in a variety of colors, including black, brown, and tan. They are also available in a variety of sizes, from small to large.

Keep your pets feeling pawsonne
Your pet's paws are important. **sharples** offers a range of high-quality pet products. These products are made from natural ingredients and are designed to be healthy and delicious. They are available in a variety of sizes and colors, and are designed to be easy to clean. They are also available in a variety of styles, including high-top and low-cut. They are made from a combination of synthetic and natural materials, and are designed to be lightweight and flexible. They are also available in a variety of colors, including black, brown, and tan. They are also available in a variety of sizes, from small to large.

Detangling and de-shedding dog grooming brushes for safe, effective at-home care
If you're looking for a dog grooming brush, the **PET TEZZER** range is the perfect choice. These brushes are made from high-quality materials and are designed to be durable and long-lasting. They are available in a variety of sizes and colors, and are designed to be easy to clean. They are also available in a variety of styles, including high-top and low-cut. They are made from a combination of synthetic and natural materials, and are designed to be lightweight and flexible. They are also available in a variety of colors, including black, brown, and tan. They are also available in a variety of sizes, from small to large.

Insurance cover gives peace of mind for both you and your furry companion
If you're looking for pet insurance, **PET INSURANCE** is the perfect choice. They offer a range of high-quality pet insurance options. These policies are made from natural ingredients and are designed to be healthy and delicious. They are available in a variety of sizes and colors, and are designed to be easy to clean. They are also available in a variety of styles, including high-top and low-cut. They are made from a combination of synthetic and natural materials, and are designed to be lightweight and flexible. They are also available in a variety of colors, including black, brown, and tan. They are also available in a variety of sizes, from small to large.

Your dream aquarium starts with biOrb
If you're looking for an aquarium, **biOrb** is the perfect choice. They offer a range of high-quality aquarium options. These aquariums are made from high-quality materials and are designed to be durable and long-lasting. They are available in a variety of sizes and colors, and are designed to be easy to clean. They are also available in a variety of styles, including high-top and low-cut. They are made from a combination of synthetic and natural materials, and are designed to be lightweight and flexible. They are also available in a variety of colors, including black, brown, and tan. They are also available in a variety of sizes, from small to large.

1.3m

Saturday print readership of *The Times*

34%

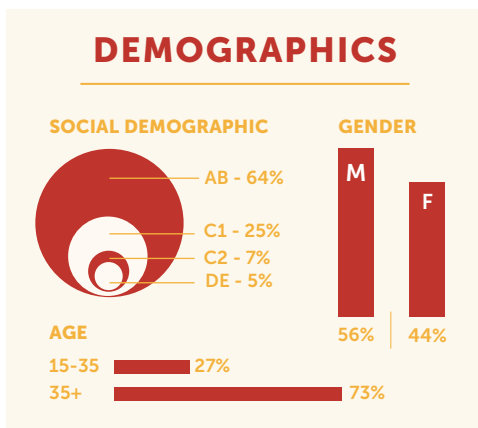
are likely to take action after seeing adverts in this section

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands



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

RATE CARD

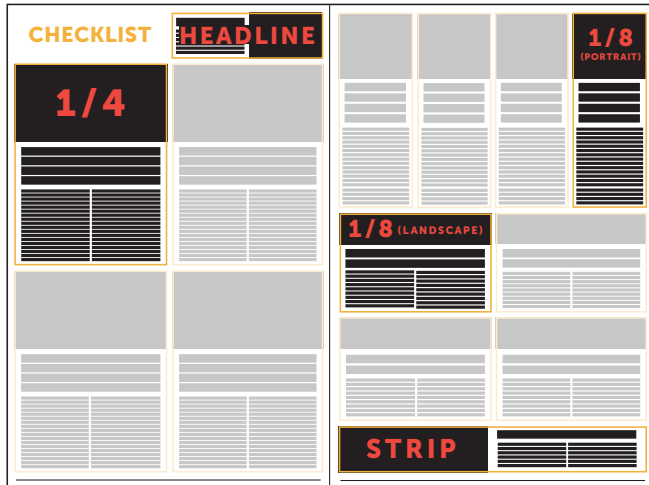
Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

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

All facts and figures from News UK, ABC or PAMCo

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

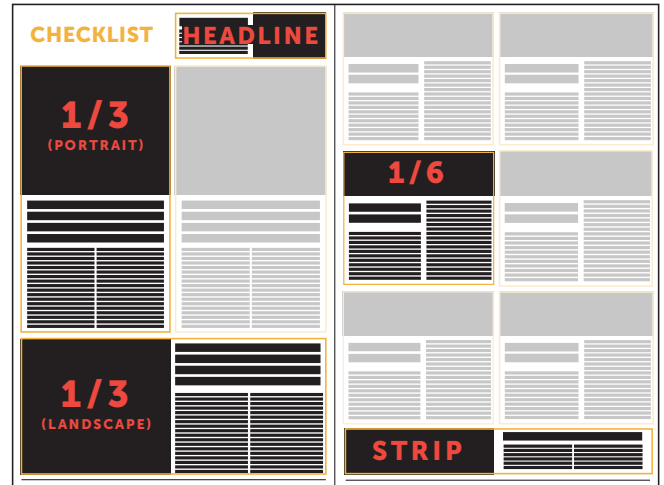
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

Pets & Animals 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)

MEDIA SALES

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

PRODUCTION DEPARTMENT

Tel: 0203 770 4020
production@hurstmediacompany.co.uk



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