

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 pet's health and happiness are your top priority. Here are some ideas to keep them healthy and happy.

A dog walker's second best friend
After all, a dog walker's second best friend is their dog. They need to be kept happy and healthy. The **DRYBOOT COMPANY** offers a range of high-quality, durable, and stylish dog boots. They are available in a variety of colors and styles to suit your dog's needs. Visit www.dryboot.com for more information.

Hand-made luxury beds your dog will love
Your dog deserves the best. Hand-made luxury beds are the perfect choice for your dog. They are made from high-quality materials and are designed to be comfortable and stylish. Visit www.ivyandduke.com for more information.

Healthy nutrition for your feline friends
Your cat's health and happiness are your top priority. Healthy nutrition is the key to a long and healthy life for your cat. Visit www.animonda.com for more information.

LickMat: the UK's number one bestselling boredom buster
LickMats are the perfect solution for your dog's boredom. They are made from high-quality materials and are designed to be safe and effective. Visit www.sharplies.com for more information.

Detangling and de-shedding dog grooming brushes for safe, effective at-home care
Your dog's coat is their pride and joy. Detangling and de-shedding brushes are the perfect choice for at-home care. Visit www.pet-teezers.com for more information.

Insurance cover gives peace of mind for both you and your furry companion
Your furry companion is your best friend. Insurance cover gives you peace of mind for both you and your furry companion. Visit www.petinsurance.com for more information.

Your dream aquarium starts with biOrb
Your dream aquarium starts with biOrb. biOrb offers a range of high-quality aquarium products. Visit www.biOrb.com for more information.

Is your wild bird food 'Fair to Nature'?
Your wild birds deserve the best. Fair to Nature offers a range of high-quality wild bird food. Visit www.fairtonature.com for more information.

Honeyfield's
Honeyfield's offers a range of high-quality pet products. Visit www.honeyfields.com for more information.

Keep your pets feeling pawsonne
Your pets deserve the best. Keep your pets feeling pawsonne with high-quality pet products. Visit www.petdrugs.com 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

- AB - 64%
- C1 - 25%
- C2 - 7%
- DE - 5%

AGE

- 15-35 - 27%
- 35+ - 73%

GENDER

- M - 56%
- F - 44%

DISTRIBUTION

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

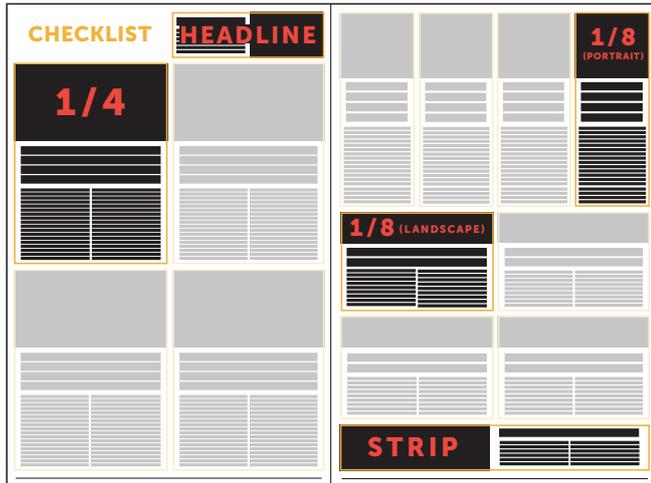
RATE CARD

- 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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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*
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