

Retirement Planning

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 **Retirement Planning 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 **Retirement Planning 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, travel options, legal advice, retirement properties, healthcare and healthcare options.

Published in the Saturday edition of *The Times*, the **Retirement Planning 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

Retirement Planning checklist

Plan for your retirement or find out more about how you can best look after your parents with our reading of the best pension advice, homecare options, travel services and legal help

In need of surgery? Why wait?

CARE OR SOLID PAINKILLERS? For many people, the answer is simple: surgery. But for some, the answer is not so simple. The Retirement Planning Checklist offers a range of options for those who are considering surgery, from private care to home care. It also provides information on the costs of surgery and the benefits of private care.

Discover what's waiting to meet you with a Danbury Camper

ALL OF THE BEST weekend activities are waiting for you. Danbury Camper offers a range of options for those who are considering a weekend getaway. It also provides information on the costs of a weekend getaway and the benefits of Danbury Camper.

Knee pain sufferers unite with Neo G

NEO G is a revolutionary new knee brace that offers a range of options for those who are considering a knee brace. It also provides information on the costs of a knee brace and the benefits of Neo G.

Are you one of 58% of people yet to make a Will?

THE PROBATE PROCESS can be a daunting task. The Retirement Planning Checklist offers a range of options for those who are considering a will. It also provides information on the costs of a will and the benefits of a will.

Treat your swallowing and reflux problems

IQoro is a revolutionary new device that offers a range of options for those who are considering a device. It also provides information on the costs of a device and the benefits of IQoro.

Feel safe on your stairs with an Acorn Stairlift

ACORN STAIRLIFTS offers a range of options for those who are considering a stairlift. It also provides information on the costs of a stairlift and the benefits of Acorn Stairlifts.

Living the retirement you've longed for

SUNLIFE offers a range of options for those who are considering a retirement plan. It also provides information on the costs of a retirement plan and the benefits of SunLife.

Take control of your pension savings with an online plan

PENSIONBEE offers a range of options for those who are considering a pension plan. It also provides information on the costs of a pension plan and the benefits of PensionBee.

1.3m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

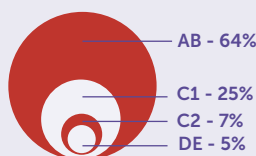
believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

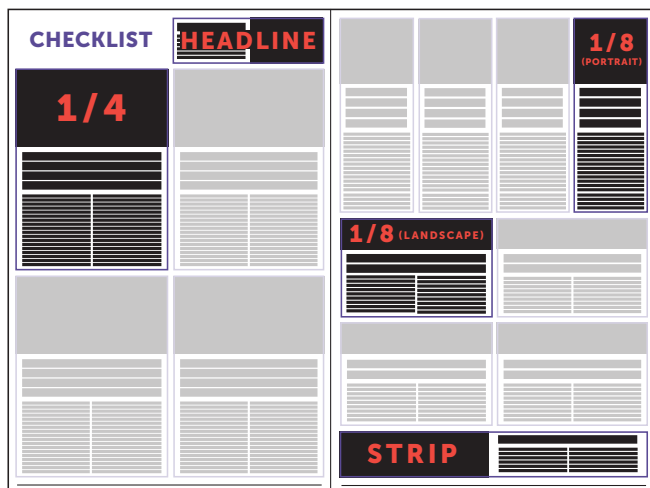
RATE CARD

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

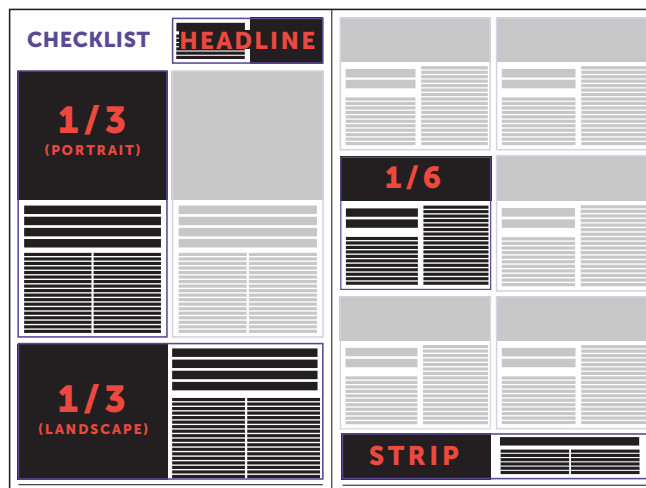
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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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Retirement Planning 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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