

# Art, Antiques and Collectables *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 Arts, Antiques & Collectables Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

With 62% of readers claiming to trust the articles in the Arts section, *The Times* is renowned for its expert commentary on cultural matters. The Arts, Antiques & Collectables Checklist serves as an essential guide to inspire these readers to explore new activities and pastimes in the UK's thriving arts, antiques and collectables market.

With a Saturday readership of 1 million, *The Times* is the perfect vehicle for showcasing the Arts, Antiques & Collectables Checklist. Showcasing a selection of exciting brands, products and services, it will include the best exhibitions, auctions and fairs as well as memorabilia, collectables and jewellery.

Published on a Saturday, the Arts, Antiques & Collectables Checklist is the perfect shop window for brands and organisations looking to benefit from a readership that has more time to spend with their newspaper than a weekday instalment, and one accustomed to highly respected cultural commentary from world-class contributors.

## PARTICULARLY CONSIDERING

- 34% of *Times* readers visit the latest art exhibitions
- 64% of readers are AB social group
- 84% of *Times* readers are over the age of 45
- *The Times* is read for an average of 54 minutes on a Saturday.

### Art, Antiques and Collectables *checklist* ✓

Advertisement for the checklist itself, highlighting its content and availability.

### Commission a portrait painting

Advertisement for a portrait painting service, featuring a sample portrait.

### No compromises, no shortcuts. The finest wine cellars on Earth

Advertisement for wine cellars, showcasing various cellar designs.

### Uncover hidden treasures at auction, online

Advertisement for an online auction platform, listing various items for sale.

### A jewel among West London auctioneers

Advertisement for a West London auctioneer, listing various items.

### Turning safe shipping into an artform

Advertisement for safe shipping services, featuring a secure shipping container.

### Piece together your past

Advertisement for a service that helps piece together a past, featuring historical items.

### The King who became a God

Advertisement for a service related to the King who became a God, featuring historical artifacts.

### Release your inner Indiana Jones on an archaeological tour

Advertisement for an archaeological tour, featuring a map of the tour route.

### Learn the experts' secrets with Sotheby's Institute of Art short courses and lectures

Advertisement for Sotheby's Institute of Art short courses and lectures.

### Moving home and selling your valuables?

Advertisement for a service that helps with moving home and selling valuables.

### Visit swonders.co.uk, email advertising@swonders.co.uk or call 01753 610100

Advertisement for swonders.co.uk, featuring a house for sale.

### Visit baldwin.co.uk, email advertising@baldwin.co.uk or call 020 7330 6070

Advertisement for baldwin.co.uk, featuring a service for the Great and smaller cities.

### Add some style to your home this year

Advertisement for a home decor service, featuring various home items.

# 1m

Saturday print readership of *The Times*

# 34%

are likely to take action after seeing adverts in this section

# 70%

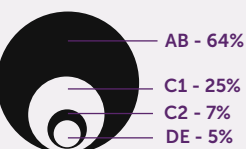
believe it is worth paying extra for quality products

# 39%

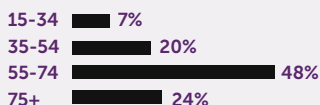
agree they tend to go for premium brands

## DEMOGRAPHICS

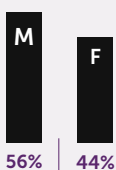
### SOCIAL DEMOGRAPHIC



### AGE



### GENDER



## DISTRIBUTION

- 467,325 copies of *The Times* published on a Saturday
- 1,077,000 average print Saturday readership
- Distributed UK wide

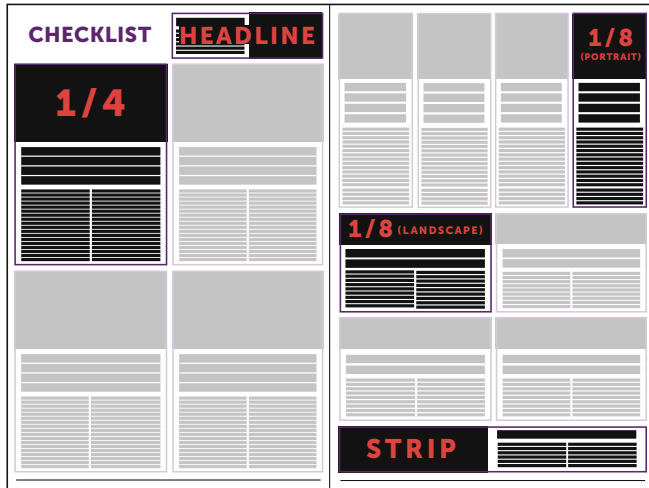
## RATE CARD

Third page	<b>£7,500</b>
Quarter page	<b>£5,625</b>
Sixth page	<b>£3,750</b>
Competition upgrade	<b>£1,000</b>

**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

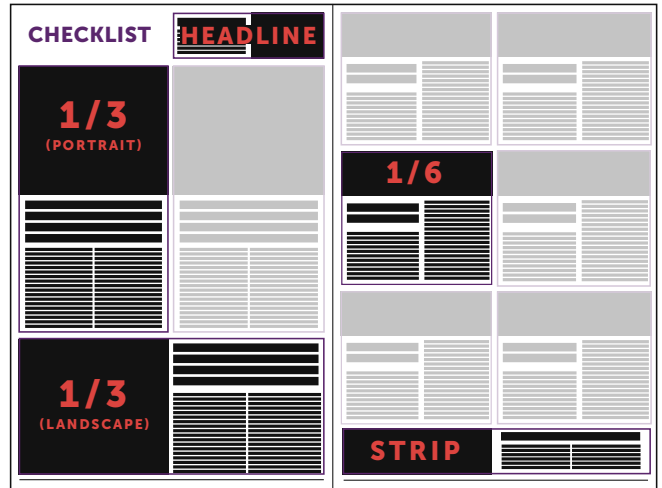
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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: 132 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

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 [wettransfer.com](http://wettransfer.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 Company 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. † Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

### CONTACT DETAILS

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS  
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