

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 portrait of a man.

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

Advertisement for wine cellars, showing a cellar interior.

Uncover hidden treasures at auction, online

Advertisement for an online auction, showing various items.

A jewel among West London auctioneers

Advertisement for an auctioneer, featuring a jewelry piece.

Turning safe shipping into an artform

Advertisement for safe shipping services, showing a safe.

Piece together your past

Advertisement for a pastiche or restoration service, showing a building.

The King who became a God

Advertisement for a historical or religious service, showing a coin.

Release your inner Indiana Jones on an archaeological tour

Advertisement for an archaeological tour, showing a landscape.

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

Advertisement for Sotheby's Institute of Art courses, showing a statue.

Moving home and selling your valuables?

Advertisement for a moving and selling service, showing a house.

swonders

Advertisement for swonders, showing a house.

BALDWIN'S

Advertisement for Baldwin's, showing a coat of arms.

PETER SIMON TRAVELS

Advertisement for Peter Simon Travels, showing a landscape.

ADD SOME STYLE TO YOUR HOME THIS YEAR

Advertisement for home decor, showing various 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

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

AGE

- 15-34 - 7%
- 35-54 - 20%
- 55-74 - 48%
- 75+ - 24%

GENDER

M 56% F 44%

DISTRIBUTION

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

RATE CARD

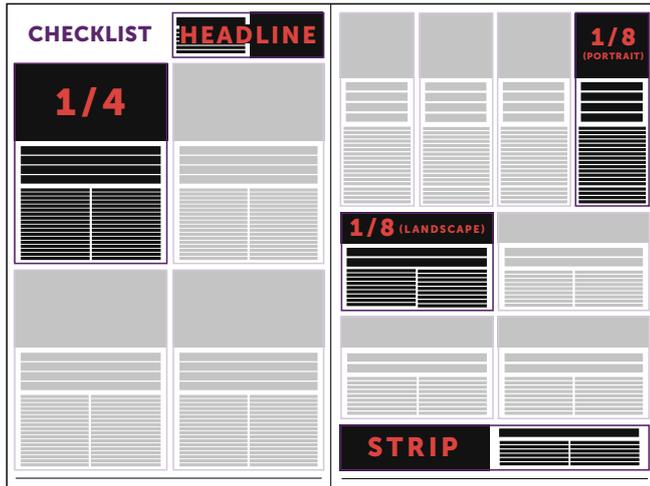
- Third page **£7,500**
- Quarter page **£5,625**
- Sixth page **£3,750**
- Competition upgrade **£1,000**

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

Sources: PAMCO 3 2020, TAM20MOS GB TGI 2020 Q3 News UK. Last updated Oct 20

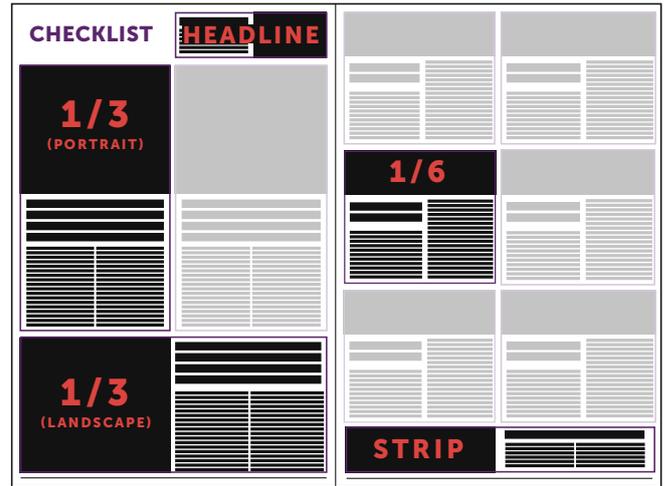
1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



1/3 , 1/6 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

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: 132 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

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 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

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Arts, Antiques & Collectables 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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