

Careers and Training checklist



PUBLISHED WITH THE  TIMES ON FRIDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

Careers & Training Checklist is a full-colour, tabloid sized double page spread of advertorial content published in the main body of *The Times* on a Friday.

Considering *The Times* is the number one daily title for reaching the business elite (getting through to 35% each day) and with readers being twice as likely to have a university degree or doctorate, *The Times* is the perfect audience for the **Careers & Training Checklist**. It will serve as an essential guide for adults looking to increase their career prospects and professional skills.

It will showcase a high-quality selection of careers, training and educational services and products including personal development courses, evening classes, long distance learning, revision software, educational books and resources, colleges, universities, MBAs, executive coaching, apprenticeships, CV writing and more.

Published on a Friday, **Careers & Training Checklist** is the perfect shop window for brands and organisations to benefit at a time when lifechanging decisions are made, by an affluent, educated audience.

PARTICULARLY CONSIDERING

- *The Times* is the number one daily title for reaching the UK's business elite, reaching 52% more than *The Daily Telegraph* and 35% more than *The Financial Times*
- *The Times* readers have a mean family income of £55,885
- 140,000 *The Times* readers are currently employed in the education industry
- *The Times* readers are twice as likely to have a university degree or doctorate.

Careers and Training checklist

From choosing the career ladder to taking a new path in life, here's how you can increase your prospects and professional skills to reach your goals

Answer these two questions, and your next investing decision will be clear

Question 1: Where will you invest? Question 2: When will you invest?

Kickstart your career in executive coaching

Discover how to help transform your idea into a real-life business

How to get your business through the next 90 days

WOMEN IN BUSINESS EXPO

Study a degree with a difference

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

You have just seven seconds to make an impression with your CV

CV PILOTS

Discover different cultures from home by learning a new language +Babbel

Oxbridge

WAES summer open event

797k

Daily print readership of *The Times*

70%

believe it is worth paying extra for quality products

69%

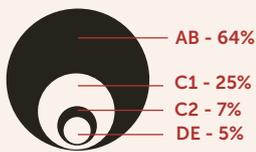
of readers would only do business with a company whose reputation they trust

91%

of readers agree it is important to continue learning throughout life

DEMOGRAPHICS

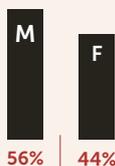
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 277,481 copies of *The Times* published on a weekday
- 797,000 average daily print readership
- Distributed UK wide

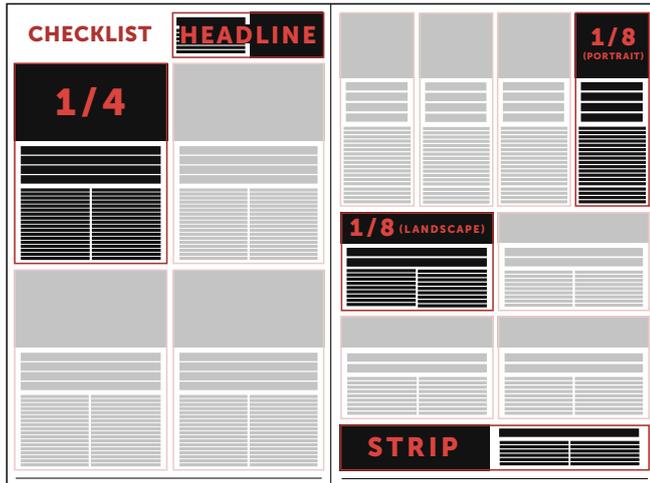
RATE CARD

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

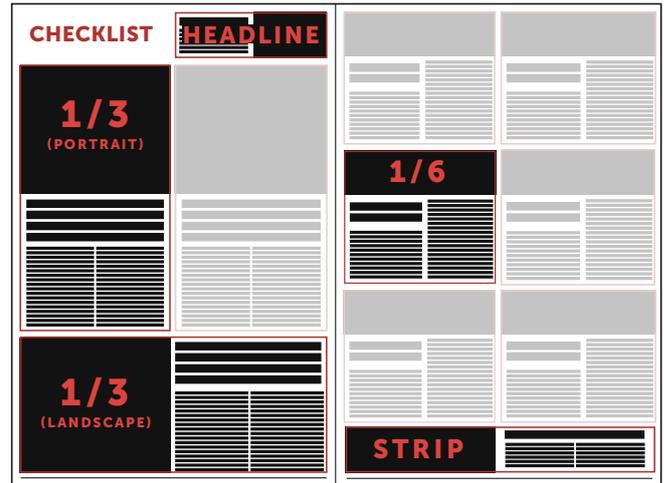
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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: 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 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

Careers & Training 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 4024
production@hurstmediacompany.co.uk



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