

# Countryside

## 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 **Countryside Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

Boasting an audience with a keen interest in outdoor pursuits such as trekking and hiking, the Saturday publication of *The Times* is renowned for its definitive cultural contribution. The **Countryside Checklist** will offer new and exciting ways for consumers to experience the Great British outdoors and get them ready for game season.

The **Countryside Checklist** showcases a high-quality selection of products and services to benefit the countryside enthusiast, including country homes and interiors, outdoor clothing and footwear, organic food and drink, equestrianism, shooting and country sports.

Published on Saturday, the **Countryside Checklist** is the perfect shop window for brands and organisations looking to benefit from readers with a heightened appreciation for the British outdoors, and a loyal and affluent readership more likely to buy organic, local products and produce.

### PARTICULARLY CONSIDERING

- When talking about brands, *The Times* readers are 25% more likely to mention ads
- 34% of *The Times* readers are more likely to purchase organic groceries than the national average
- The Times* is read for an average of 54 minutes on a Saturday

### Countryside checklist

It's a time to get ready for the shooting season. Here's a selection of the best products to get you ready for the season.

**Off with a bang - get set for the shooting season**

With the shooting season about to get underway, it's a good time to get your gear ready. Here's a selection of the best products to get you ready for the season.

**Get ready for The Glorious Twelfth with specialist shooting insurance**

With the shooting season about to get underway, it's a good time to get your gear ready. Here's a selection of the best products to get you ready for the season.

**Cool dogs travel with Lintara K9**

With the shooting season about to get underway, it's a good time to get your gear ready. Here's a selection of the best products to get you ready for the season.

### A weighty problem

It's a time to get ready for the shooting season. Here's a selection of the best products to get you ready for the season.

**Want to discover what the farm-to-table movement is all about?**

With the shooting season about to get underway, it's a good time to get your gear ready. Here's a selection of the best products to get you ready for the season.

**Twisper**

With the shooting season about to get underway, it's a good time to get your gear ready. Here's a selection of the best products to get you ready for the season.

### Unlock the benefits of vehicle security with Gearmate

With the shooting season about to get underway, it's a good time to get your gear ready. Here's a selection of the best products to get you ready for the season.

**Elegance on the driven game shoot**

With the shooting season about to get underway, it's a good time to get your gear ready. Here's a selection of the best products to get you ready for the season.

**Why British Game will transform your home cooking**

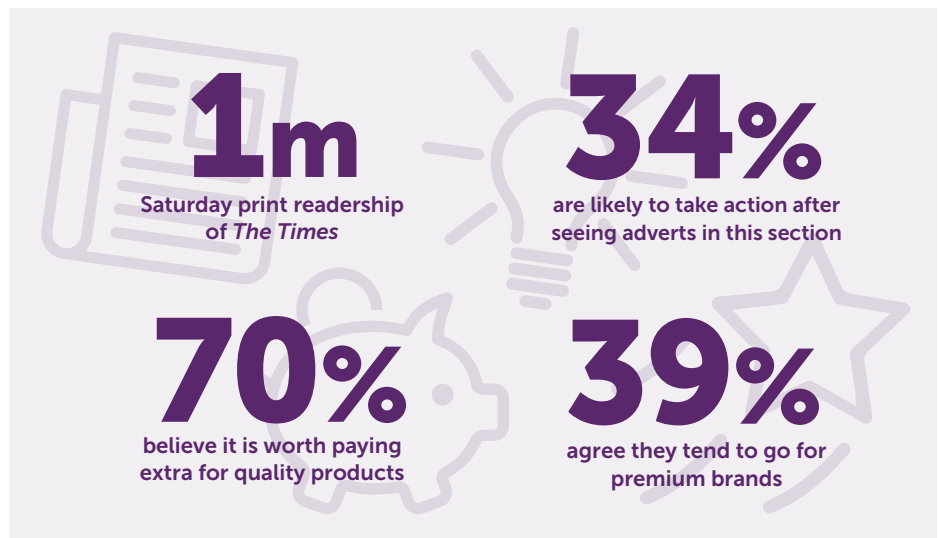
With the shooting season about to get underway, it's a good time to get your gear ready. Here's a selection of the best products to get you ready for the season.

**Petsurance from psds**

With the shooting season about to get underway, it's a good time to get your gear ready. Here's a selection of the best products to get you ready for the season.

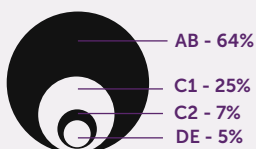
**The wipe-clean Tuffies Nest**

With the shooting season about to get underway, it's a good time to get your gear ready. Here's a selection of the best products to get you ready for the season.

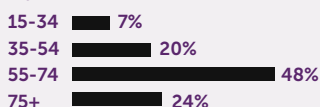


### DEMOGRAPHICS

#### 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

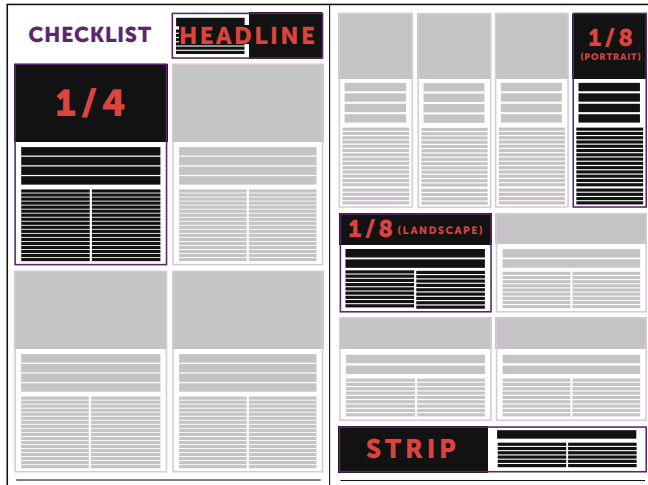
### RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
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

<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

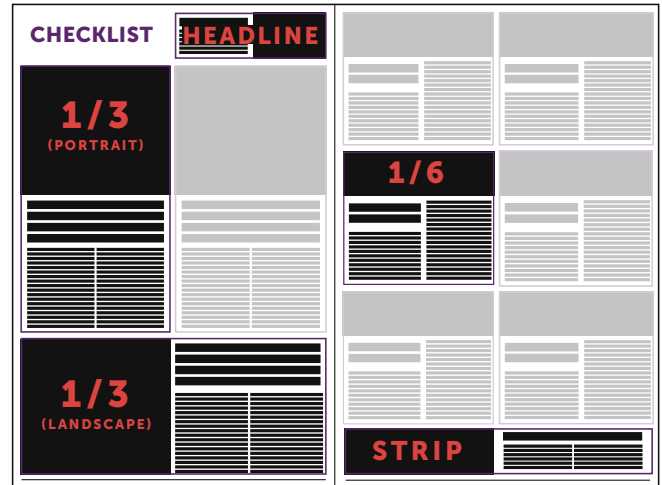
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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 WARNING: EMAIL ATTACHMENT LIMIT

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 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, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

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