

# Travel checklist

THE SUNDAY TIMES

**THE BEST CRITICS**

**FAMILY**

**ENTERTAINMENT**

**TRAVEL**

**FOOD & DRINK**

**SUPER SNACKS**

**BEER & WINES**

**TRAVEL**

**magazine**

THE SUNDAY TIMES

**travel**

**magazine**

**Plan your escape!**

**Want to get away? Get away!**

**25 bucket-list guides inside**

**Travel**

**magazine**

PUBLISHED WITH THE SUNDAY TIMES ON SUNDAYS

(THIS IS NOT A 3RD PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The Travel Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Travel section of The Sunday Times.

The Sunday Times readers spend on average £3,700 per year on holidays and with an average family income of £55,885, this wealthy readership believes it is worth paying extra for quality products and services. The Travel Checklist therefore serves as an essential guide for readers who are looking for new and exciting ways to explore.

Published on a Sunday, the Travel Checklist showcases a selection of products and services, ranging from winter holidays, accommodation, markets and fairs, spa breaks, holiday essentials, theatre & shows, indoor snow centres and tourist attractions. Featuring with this article therefore presents an amazing opportunity to directly target a new, affluent and actively engaged audience.

## PARTICULARLY CONSIDERING

- 3.6 average amount of holidays taken by The Times readers in the last 12 months
- £4.9 billion spend on holidays by The Times readers in the last 12 months
- The Times is read for an average of 76 minutes on a Saturday
- 64% of Times readers are in the AB social-economic profile

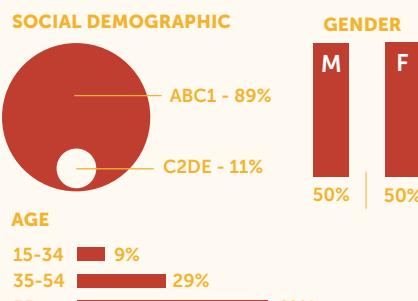
1.5m  
Average readership of The Sunday Times

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



## DISTRIBUTION

- 561,000 printed copies of The Sunday Times are circulated
- 1,504,000 average print readership of The Sunday Times
- Distributed UK wide

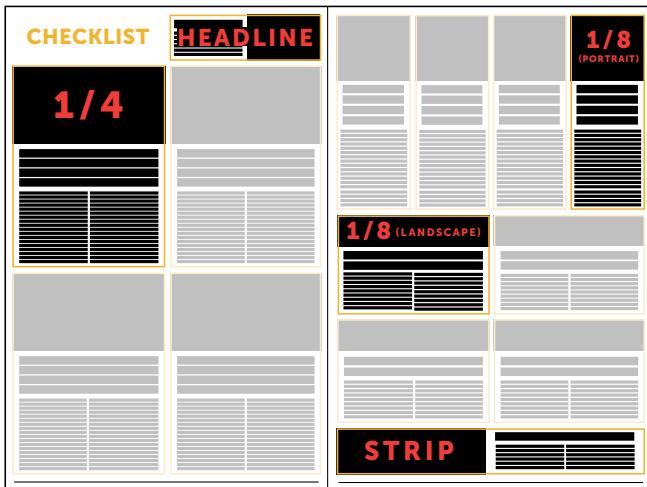
## RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
Competition upgrade	£1,000

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

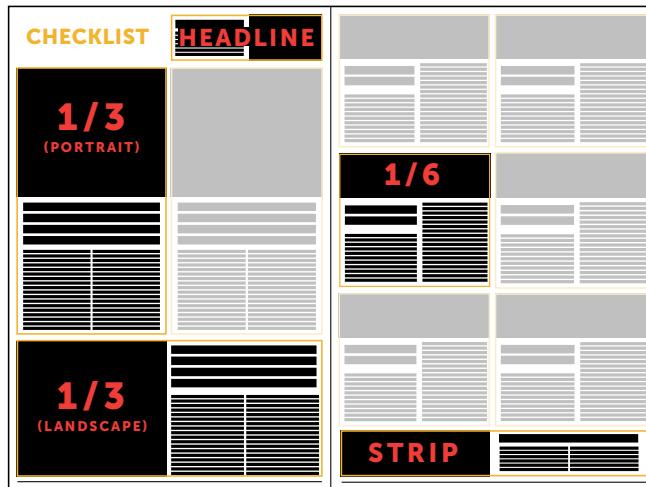
## 1/4 , 1/8 FEATURE REQUIREMENTS

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



## 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: 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 Company reserve the right to make changes or to make grammatical changes and corrections to ensure it 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 [wetransfer.com](http://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 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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