

UK Travel, Days Out & Attractions checklist



PUBLISHED WITH THE SUNDAY TIMES ON SUNDAYS

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

The UK Travel, Days Out & Attractions Checklist is a full-colour, tabloid sized single-page 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 UK Travel, Days Out & Attractions Checklist therefore serves as an essential guide for readers who are looking for new and exciting ways to explore.

Published on a Sunday, the UK Travel, Days Out & Attractions Checklist showcases a selection of products and services to benefit those planning day trips and long weekends, along with upcoming summer retreats - whilst highlighting some of the best holiday destinations, accommodations, tourist attractions and spa breaks.

Featuring with this article therefore presents an amazing opportunity to directly target a new, affluent and actively engaged audience, nationally.

PARTICULARLY CONSIDERING

- 3.6 is the average amount of holidays taken by *Times* readers over 12 months
- £4.9 billion was spent on holidays by *The Times* readers in 12 months
- 44% of *Times* readers try to visit different places on holiday every time
- 64% of *Times* readers are in the AB social-economic profile.

UK Travel, Days Out & Attractions checklist

There's no need to travel far-flung lands for a great day out - here's a bunch of great ideas to keep the family entertained in the UK this summer

Step back in time at Hever Castle

EXPERIENCE CENTURIES OF HISTORY AT THE romantic double moated castle that was once the childhood home of Anne Boleyn. Discover magnificent award-winning gardens set in 125 acres of glorious grounds. Here at the historical manor, admire the tapestry or take time out at the hedge overlooking the 15th lake.

Surrounded by glorious Kent countryside and less than an hour from London, the historic wings of this romantic castle have been transformed into unique hotel and breakfast accommodation. All bedrooms are en-suite and individually styled, with some offering four-poster beds, set-top baths or walk-in showers. Stunning traditional features with modern-day luxuries, each bedroom offers its own unique charm and character.

For a memorable experience, find out more by visiting hevercastle.co.uk

See dinosaurs at the zoo in Hampshire!

VISIT MARWELL ZOO in Hampshire and get close to an incredible range of exotic and endangered species.

Don't miss BECCOGGATTA's world exclusive, prehistoric LEGOS brick experience. Discover 20 astonishing dinosaur sculptures across Marwell's 140-acre park, including the biggest ever marbled LEGOS brick dinosaur model - a whopping eight metres T. Rex!

Visitors will also be able to get hands-on with a host of activities, including trying their hand at making their own dinosaur at BECCOGGATTA'S Dino Camp, a fine ager's guide, and more. Plus, keep an eye out for their recent launch including an escape kit. Prearrange your visit and please arrive late.

Visit marwell.org.uk to book or call 01962 777407 for more information.

Wicked: London theatre break - hotel and ticket - two days from just £139

WICKED TELLS THE untold story of an unlikely but profound friendship between two young women who first meet as enemy inmates. Featuring costumes, spectacular sets and award-winning songs made for a night of spellbinding theatrical magic.

Book online omegabreaks.com or call 0203 013 0145.

A Flavour of Italy on the coast of Snowdonia

EXPERIENCE THE MAGIC OF STAYING IN PORTMEADON. Situated on the southern flank of the Snowdonia peninsula, Portmeadon is a place apart. Home to two hotels, a cluster of historic cottages, iconic architecture, a spa, stylish shops, award-winning restaurants, casual cafes, an Italian ice cream parlour, vintage garden and sandy beaches.

The atmospheric town of Portmeadon, affectionately known as The City of Portmeadon, is one of Snowdonia's largest and most popular. A 16th-century castle and the town's heart. No visit to Portmeadon Village would be complete without making a dash to see the Anne Boleyn or 'Tudor' Cottages in the historic Stone Circle of Portmeadon. It's a great place for children to play games.

So the doors have been the occasion of the Marwell Zoo, watch the tide fill the Dwyryd estuary from above to share. For one of the luxury 4-star hotels or in a suite in the middle of the village. Portmeadon also offers self-catering accommodation on the coast.

Discover quiet architecture, sub-tropical gardens, and enjoy award-winning cuisine, picturesque accommodation as well as relaxing spa treatments at Portmeadon Village. Visit portmeadon.co.uk to find out more.

With 50 UK destinations to choose from, a British break is just the thing for the family

MARRIOTT BONVOY'S WIDE CHOICE OF locations takes you to beautiful beaches, relaxing coastline and great family-friendly activities. Children play and eat on lawns, and knowledgeable staff can help you with local tips like where to go for local produce. England and Wales there are over 50 hotels to help you discover the beauty in the UK last year.

For those sunny, or even chilly, afternoons, take a dip beneath an awning, or sit on the sand between your toes on the seaside spots of Bournemouth and Portsmouth.

Don't want to travel far? Then take a break on your doorstep and discover somewhere close to home. Once you're finished exploring continue the adventure in your local Marriott Bonvoy hotel.

Discover your UK with Marriott Bonvoy. Visit marriottbreaks.co.uk or call 0800 1927 1927 to book or for more details.

Escape to the Derbyshire Peaks and Yorkshire Dales

THE DEVONSHIRE HOTELS & RESTAURANTS GROUP is an intimate collection of unique places, owned by The Duke and Duchess of Devonshire, located in tranquil and sought locations on both the Derbyshire Dales and the Yorkshire Dales. The Devonshire Hotel in Belper overlooks the open fields of the estate, providing award-winning dining and the finest breakfast in an exclusive environment, guests of the Devonshire Hotels & Restaurants Group, enjoying the best of the Dales. The Devonshire Hotel in Belper is situated in the heart of the Derbyshire Dales, and offers beautiful views of the surrounding dale and moor, individually designed bedrooms, and locally sourced food, making it the perfect base for a countryside break.

In Devonshire you can enjoy one of the charming country stays in a luxurious hotel taking place until March.

Receive a complimentary room upgrade by quoting CHECKLIST when booking any Devonshire Hotels & Restaurants Group property. Please call 01756 718 111 to book or visit devonshirehotels.co.uk/checklist for more information.

1.5m

Average readership of *The Sunday Times*

34%

are likely to take action after seeing adverts in this section

70%

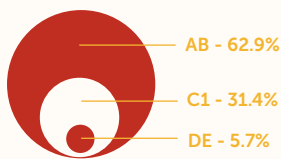
believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

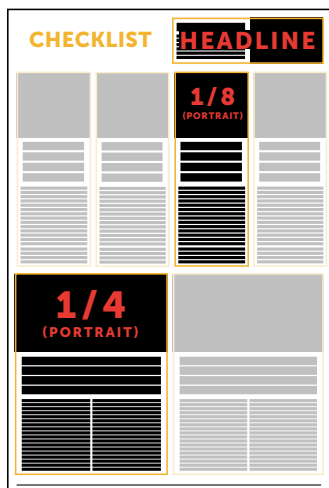
RATE CARD

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

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

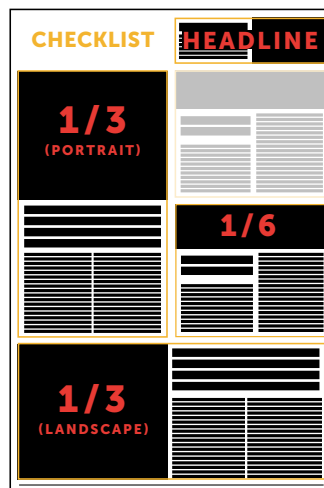
1/4 , 1/8 FEATURE REQUIREMENTS

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

EIGHTH PAGE

Portrait: 64 x 136.6 mm

Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 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

THIRD PAGE

Landscape: 268 x 89.7 mm
Portrait: 183.6 x 132 mm

SIXTH PAGE

Landscape: 132 x 89.7 mm

Total word count	200-300 words	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	Images	1-2 image + logo

COMPETITION See fractional sizes

Total word count and images	Varies by fractional size
Prize	Prize and value (minimum £100)
Hosting information	MEDIA PACK LINK OVERLEAF

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

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