

NEW YEAR'S RESOLUTIONS

checklist

PUBLISHED WITH THE SUNDAY TIMES magazine

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



The New Year's Resolutions Checklist is a full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine* within the weekly newspaper.

With 89% of readers in the ABC1 social-economic profile, *The Sunday Times Magazine* boasts a wealthy readership. The **New Year's Resolutions Checklist** therefore serves as the essential guide to inspire these readers make positive changes in order to lead a better lifestyle for 2022.

It will showcase a high-quality selection of products and services for a new year and a new you, ranging from health, fitness, nutrition, diet, finance, supplements, giving up smoking or drinking, and beauty and aesthetics solutions.

The **New Year's Resolutions Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend on their newspaper, and a greater disposable income to use on health and wellness amenities.

PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Over 70% believe it is worth paying extra for quality goods.
- The average age of *Sunday Times Magazine* reader is 58.

NEW YEAR'S RESOLUTIONS checklist

Everyone should be able to follow their dream of being a family. One in six couples in the UK have trouble conceiving, and over a million people experience secondary infertility, where they have problems conceiving after one or more pregnancies in the past with no apparent cause.

The Family Partnership clinics are called by internationally renowned clinicians with some of the highest success rates in Europe. They have eight full IVF clinics, 10 specialist clinics and four contrast clinics across the country, meaning you never have to travel to be seen in a convenient location, and you don't need a GP referral. The Family Partnership do more IVF cycles than anyone else in the UK, and 98% of our patients who have tried to conceive as much as they need. From initial consultations and tests to diagnose any issues you may have, through to full IVF and beyond, we are here to support you.

From the moment you walk into one of their clinics, you can be sure you are in expert, caring hands.

If you or someone you know would like a little human help, have a look at the website at thefamilypartnership.com to find your nearest clinic.

Win a 6-month supply of Active Iron for Women Worth £99!

Make 2022 your fittest year yet, all from the comfort of your own home

Look back on your New Year's resolutions with the Bowflex SelectTech 840 Resistance Perfect for those short on space, while boasting ultimate adjustability for resistance training exercises, the SelectTech 840 is a great choice for any home gym setup.

Eliminating the need for heavy lifting to reach resistance levels, the 840 comes in as simple as its compact design for a home workout that has both convenience and versatility enough to keep you on your fitness journey.

Simply select your desired weight and lift the resistance pad of its disc to start your session. Its ergonomic handle provides a secure grip throughout, and if you want to change weight mid-workout, just return it to its disc and spin the dial to adjust or increase the load. Delivering a complete full-body workout, the SelectTech 840 provides cardio, strength and conditioning benefits, toning your arms and legs while adding stability to your core.

Head to your nearest Fitness Superstore to see the Bowflex SelectTech 840 in action. Visit fitness-superstore.co.uk

Thriving joyfully with a vegan lifestyle choice

The vegan movement is a time with more people choosing a lush, healthy and sustainable lifestyle every day. Vegans look a little bit different. A healthy life that we live to make it a great and sustainable adventure that's about more than just food. It's about understanding, more peace and more connection to the planet. The more good food that comes with a clean conscience. It's a way of life. It's a way to live. It's a way to thrive. The Vegan Society's new campaign, Vegan and Thriving, will help you to be healthy and happy on a plant-based diet with a host of mouth-watering balanced recipes.

For more information visit vegansociety.com/thriving

Stay in control of your cholesterol levels

Too much cholesterol isn't good for you. But it isn't too late to get ahead of it. Make the switch to Benecol today and take charge of your cholesterol levels.

But first, what's cholesterol? Cholesterol is a fatty substance found in the blood. There are two types, the good (HDL) cholesterol and the bad (LDL) cholesterol. Too much LDL cholesterol can increase your risk of future health problems such as coronary heart disease.

As disease can vary from undetectable to genetic, anyone can be affected and it usually doesn't have any noticeable symptoms - even if you're young, slim, and exercise daily. Benecol offers a range of tasty foods that help lower and maintain

healthy cholesterol levels. Its unique patented ingredient, plant sterol esters, has been proven to lower cholesterol by 7 to 10% in two to three weeks. Using only one Benecol product a day as part of a healthy diet and lifestyle can help you stay in control of your cholesterol levels. So why not make the switch to Benecol yogurt drinks, yogurts, spreads or cereal bars today?

Benecol

To find out more about cholesterol visit benecol.co.uk

Land your dream tech job with Learning People's Spring Upskill programme

Have you been made redundant, furloughed, or faced career uncertainty? Remaining in tech is one of the most accessible ways to secure your future in an innovative, sustainable and growing industry.

According to the ONS, there were 1.58 million tech roles available in the last quarter of 2020. The tech industry has remained resilient and has continued to grow through the digital transformation which has been accelerated over the past year.

Since 2010, Learning People have built career pathways for the tech and project management industries. Partnering and accredited with the biggest training providers globally, getting certified in tech is your step to success.

There is a specialist tech careers can be a challenge. That's why Learning People's award-winning StudentCare™ team can help you every step of the way. This also means direct access to career support with their team of recruitment experts, to help you navigate the market and secure employment.

Compared to traditional education like university, Learning People's full-service career pathways offer flexible training to your schedule, 24/7 career support and an integrated alumni community to build connections.

With over 20,000 students worldwide, why not start your tech career journey today?

Call 0800 014 131 or visit learningpeople.com for your free expert career consultation, plus use code 10SPRING to take advantage of the Spring Upskill programme.

Effortless savings on your energy bills, forever

Most of us know that switching our energy supplier will save us money, but don't bother because we think it's going to be a hassle or confusing. Well, now you can use Flippa.co.uk to do it for you.

Their fully automated and streamlined switching service means you can save continuously without needing to compare your energy bills again.

Flippa search the energy market for you and once a better deal is found they'll flip it for you.

Flip your contract and flip to more deals, more often to save you more money. From the get-go, Flippa use the information unique to you to help you save interest. This personalised service is unique to Flippa, instead of vague estimates, we use the actual data from your bills to calculate a highly accurate

estimated saving. You are only flipped if a new deal is found which will save you £50 or more per year. Flippa members save an average of £250 per year on their energy bills when flipped.

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So get your energy bills out of your mind once and for all with Flippa's community.

Flippa

Finally, a selection of non-alcoholic reds that taste good!

Something that was once a niche and often shunned, has reemerged itself thanks to Ancient Grains Cider with their premium non-alcoholic reds. You may wish to share such a strong Welsh identity, if you're new to the country it's a full-bodied red and accept it as an inclusive lifestyle and wellbeing choice. This week Ancient Grains the Ciderist is giving away

Flippa

Follow Ancient on social media @ancientuk

1.5m Average readership of The Sunday Times Magazine

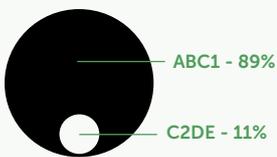
34% are likely to take action after seeing adverts in this section

70% believe it is worth paying extra for quality products

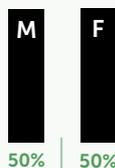
39% agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 588,494 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

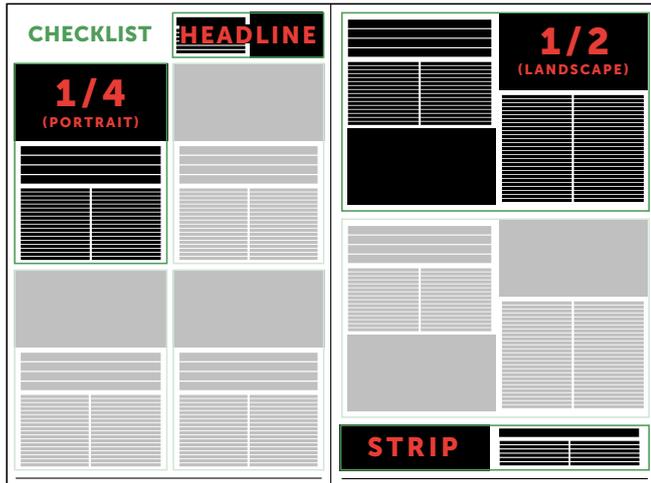
RATE CARD

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

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

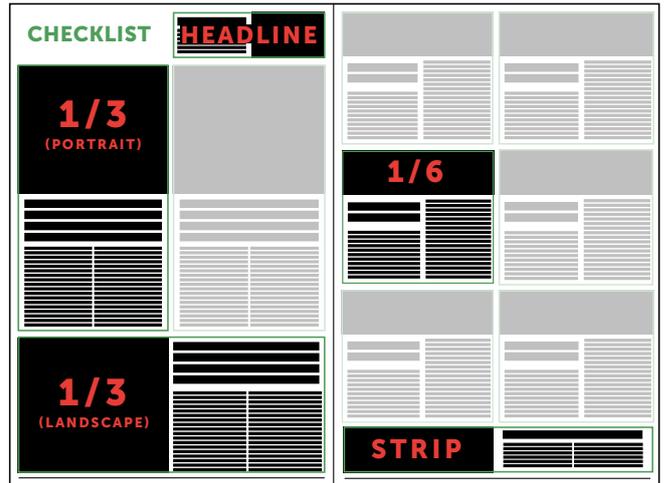
1/4 , 1/8 FEATURE REQUIREMENTS

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: 94 x 106 mm

HALF PAGE

Landscape: 193 x 106 mm

Total word count	130-150 words	Total word count	250-300 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	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 193 x 32 mm

Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

THIRD PAGE

Landscape: 193 x 69 mm
Portrait: 94 x 142mm

SIXTH PAGE

Landscape: 94 x 65 mm

Total word count	160-200 words	Total word count	80-100 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 COMPETITION Landscape: 94 x 32 mm

Copy	What is the prize and its value.
URL	Hurst Media will provide competition link
Images	1 image

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. 15 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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New Year's Resolutions Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Sunday Times Magazine*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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