

Health and Wellbeing checklist



PUBLISHED WITH THE TIMES MAGAZINE ON A SATURDAY

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

The **Health & Wellbeing Checklist** is a full-colour, A4-sized double-page spread of advertorial content published in *The Saturday Times Magazine* issued with the weekly newspaper.

With 89% of readers in the ABC1 social-economic profile, *The Saturday Times Magazine* boasts a wealthy readership. The **Health & Wellbeing Checklist** will therefore serve as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier lifestyle.

It showcases a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homeware and mobility options.

Health & Wellbeing Checklist is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Readers have 24 conversations about food daily, 20% more than the average
- Those who read *The Saturday Times Magazine* are 25% more likely to mention ads when they talk about brands.

Health and Wellbeing checklist

Your body is precious and it pays to look after yourself. Here is a variety of ideas to take your health to the next level.

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

Particularly when we are spending more time at home with loved ones enjoying the finer things in life, get ready for the award-winning Hair Trainer from Bioactive. It's your answer to maximum volume hair in less time!

There are four models to choose from - the HX, HG, HIG and HXG Total - all featuring the innovative 24-minute MOI (Maximum Oxygen Intake) technology. Containing essential vitamins and botanicals, this award-winning programme is proven to turn more colour than any other hair dye, delivering the results you want in under a quarter of an hour.

As a fraction of the cost of most all-in-one hair dyes, the Hair Trainer is the perfect solution for busy women. It's so easy to use, you can get a gym-quality workout while you're waiting for your hair to dry.

Available at Fitness Superstore, the Hair Trainer range is available to try for yourself at each one of their 55 stores.

Visit fitness-superstore.co.uk to learn more.

Gym-quality workouts at home

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Finally, a wine that makes all well!

LOOK AND FEEL YOUR BEST! If you're looking for a wine that's both delicious and healthy, you've found it. FLOREAT is a natural, organic, low-alcohol wine that's perfect for anyone who wants to enjoy the benefits of wine without the usual hangover.

FLOREAT is a natural, organic, low-alcohol wine that's perfect for anyone who wants to enjoy the benefits of wine without the usual hangover.

Use code **CHECKLIST** to get a 25% discount on a case of six bottles (plus free delivery) at floreat.com

Support your emotional wellbeing

It's not just your body that needs attention. Your mind and emotions are just as important. RESCUE is a natural, organic, low-alcohol wine that's perfect for anyone who wants to enjoy the benefits of wine without the usual hangover.

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Visit rescuewines.com and use code **CHECKLIST20** to get 20% off.

Nobody understood my eyes more than Moorfields

AN OPERATION TO REMOVE A CATARACT has been the challenge for Jo. She now has colour and clarity back in her eyes. Moorfields Eye Hospital has the best chance of a successful outcome.

Before my operation, my sight had deteriorated to such an extent that I used to find it difficult to see. I would even use the light on my phone at the time just to be able to "see".

When I was asked to have my cataract operation, I knew it had to be Moorfields. They're the best in the world when it comes to eye care. Moorfields Eye Hospital has the best chance of a successful outcome.

To find out more or to book your consultation, visit the website at moorfields-private.co.uk. Alternatively call 0800 228 3421 from Monday to Friday, 9am to 5pm.

Top new treatments

DR RITA AUGUST SANDOZ WINNING Wimbledon clinic is one of the world's leading medical aesthetic centres. It offers an extensive range of treatments that can help you look and feel your best.

Build muscle and burn fat at the same time with **ElectraFit**. It's a non-invasive, non-surgical treatment that can help you lose up to 25% more muscle and burn up to 500 kcal with no surgery or downtime.

For more info or to book a virtual consultation, visit dranita.co.uk or call 020 7460 7324.

High-quality contact lenses at affordable prices delivered straight to your door

WHEN IT COMES TO EYE CARE, do you find yourself visiting a high street optician? If you do, you can save time and money by ordering your contact lenses online. Vision Direct offers a range of high-quality contact lenses at affordable prices, delivered straight to your door.

Use code **CHECKLIST** to get a 25% discount on a case of six bottles (plus free delivery) at floreat.com

Knee pain sufferers unite with Neo G

NEO G is a revolutionary new range of medical grade orthopaedic and sports supports, designed by specialist orthopaedic surgeons for all ages and body types.

Use code **CHECKLIST** to get a 25% discount on a case of six bottles (plus free delivery) at floreat.com

1m

Average readership of *The Times Magazine*

70%

believe it is worth paying extra for quality products

30%

more likely to have weekly conversations about beauty and personal care

39%

agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

- AB - 64%
- C1 - 25%
- C2 - 7%
- DE - 5%

AGE

- 15-34 - 7%
- 35-54 - 20%
- 55-74 - 48%
- 75+ - 24%

DISTRIBUTION

- 495,000 copies of *The Times* published on a Saturday
- 1,077,000 average print Saturday readership
- Distributed UK wide

RATE CARD

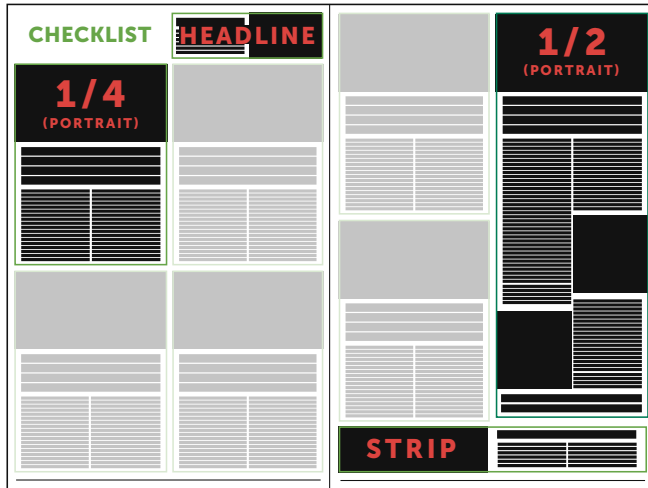
- Third page **£8,500**
- Quarter page **£6,750**
- Sixth page **£5,000**
- Competition upgrade **£1,000**

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

Sources: PAMCO 3 2020, TAM20MOS GB TGI 2020 Q3 News UK, Last updated Oct'20

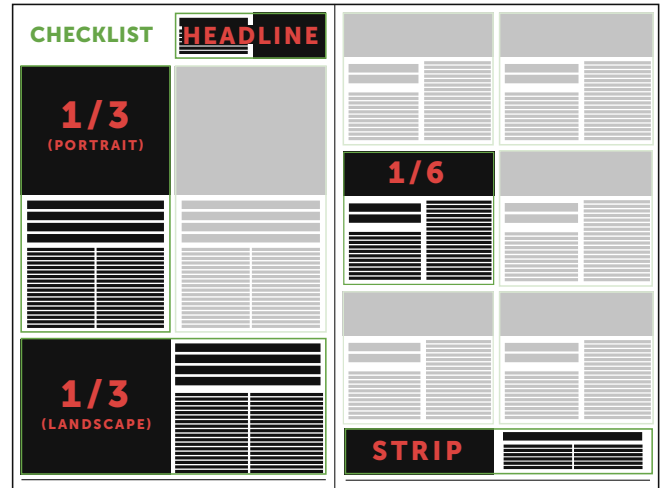
1/4 , 1/8 FEATURE REQUIREMENTS

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: 97 x 90 mm

HALF PAGE

Portrait: 97 x 184 mm

Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
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: 198 x 27 mm

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

THIRD PAGE

Landscape: 198 x 59.5 mm
Portrait: 97 x 121 mm

SIXTH PAGE

Landscape: 97 x 59.5 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
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: 97 x 27 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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Health & Wellbeing Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The 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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