

The Business Owners' checklist

PUBLISHED WITH **The Daily Telegraph**



The Business Owners' Checklist is a full colour, tabloid-sized newspaper publication distributed full run and nationwide with *The Daily Telegraph*. As 81% of *The Daily Telegraph* readers are within the ABC1 socio-economic profile, this newspaper is one of the UK's top titles for reaching the business elite.

The Business Owners' Checklist will serve as a complete guide for everything an established or aspiring business owner needs to grow an enterprise and to give a deeper insight into how they can help their company to thrive.

Showcasing a high-quality selection of products and services for businesses,

The Business Owners' Checklist published within the main body of *The Daily Telegraph* will include success stories, financial and legal services, advice for SMEs, IT options, coaching & training resources, business development ideas, health & safety essentials, HR & recruitment tips, WFH solutions, as well as admin & facilities management.

Published on a Tuesday, The Business Owners' Checklist is the perfect shop window for brands and organisations looking to benefit from a readership, who, when presented with accurate, reliable information in a trusted environment, are highly suggestible to new purchasing ideas.

PARTICULARLY CONSIDERING

- 57% of *The Telegraph* readers are interested in business print media
- Over 30,000 readers are directors or senior officials in their place of work
- Over 140,000 jet-setting readers fly business class
- Around 11% of *Telegraph* readers work in central London
- Over 20,000 *Telegraph* consumers have invested money in their own company

734k
Daily print readership of *The Telegraph*

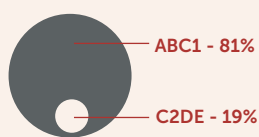
81%
of *Daily Telegraph* readers are ABC1 adults

74%
of readers think it's worth paying more for quality goods

56
The Daily Telegraph is read for an average of 56 minutes

DEMOGRAPHICS

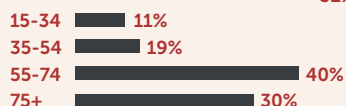
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 309,167 copies of *The Telegraph* published daily
- 734,000 average daily readership
- Distributed UK wide

RATE CARD

Double page	£15,950
Full page	£9,950
Half page	£4,950
Quarter page	£2,950

[CLICK HERE TO SEE A PREVIOUS ISSUE](#)

ADVERT SIZES



DOUBLE PAGE SPREAD*

DIMENSIONS

Size: 536mm (w) x 340mm (h)

Text-safe area: 516mm (w) x 320mm (h)

*Centre-fold only. Recommended text-safe area is 10mm all around. Please ensure there is a 20mm-wide text-safe area in the centre to account for the page fold



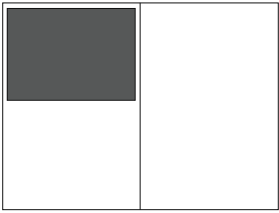
FULL PAGE

DIMENSIONS

Size: 258mm (w) x 338mm (h)

Text-safe area: 238mm (w) x 318mm (h)

Recommended text-safe area is 10mm all around.



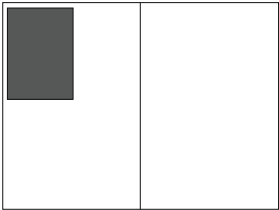
HALF PAGE

DIMENSIONS

Size: 258mm (w) x 157mm (h)

Text-safe area: 238mm (w) x 137mm (h)

Recommended text-safe area is 10mm all around.



QUARTER PAGE

DIMENSIONS

Size: 125mm (w) x 157mm (h)

Text-safe area: 105mm (w) x 137mm (h)

Recommended text-safe area is 10mm all around.

SUPPLYING ADVERT ARTWORK

FORMAT

All adverts should be supplied as a print-ready PDF (PDF/X-1a:2001)

ARTWORK SPECIFICATIONS

- Bleed is not required
- CMYK colour (Profile: isonewspaper26v4)
- Resolution: 300dpi
- Ink density limit: 240%

Please note newsprint does not print to the trim of the paper, there is non-printing margin outside the full page print area so if your artwork is on a white background or if you are working to a large text-safe area, this non-printing area may give a wider looking margin than expected. Colour variations will occur if your files do not utilise the colour profile and respect guidelines outlined above. We cannot guarantee the quality of the final print if files are supplied outside of these specifications. We reserve the right to convert all images to meet this specification if they are not supplied as such.

ADVERT DESIGN PREMIUMS

Advert designs (in which the client supplies images, logos and contact details and Hurst Media creates a design) are charged at a 10% premium or a one off fee of £150, whichever is greater. Subject to availability.

FILE TRANSFER

Files should be emailed to production@hurstmediacompany.co.uk

For larger files, send to production@hurstmediacompany.co.uk via wettransfer.com. Please clarify in your message your company name, publication and on sale date as per your booking.

Image use subject to editorial discretion and may vary depending quality, size and layout. Image research and sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25 per hour.

CONTACT DETAILS

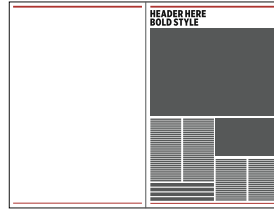
Hurst Media Company
United House
N7 9DP

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

ADVERTORIAL REQUIREMENTS



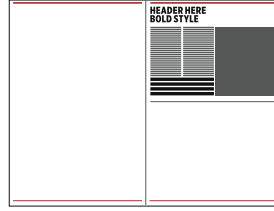
FULL PAGE

Total word count: 600-700 words

Headline: Up to 60 characters

Box copy: Up to 50 words, which could include an offer code, contact details (web, email, phone) and social handles.

Images: 3-5 high resolution images plus company logo



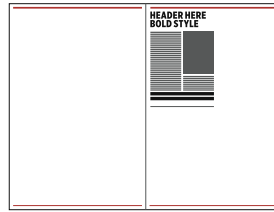
HALF PAGE

Total word count: 350-400 words

Headline: Up to 60 characters

Box copy: Up to 30 words, which could include an offer code, contact details (web, email, phone) and social handles.

Images: 1-2 high resolution images plus company logo



QUARTER PAGE

Total word count: 180-230 words

Headline: Up to 40 characters

Box copy: Up to 30 words, which could include an offer code, contact details (web, email, phone) and social handles.

Images: 1 high resolution image plus company logo

SUPPLYING ADVERTORIAL CONTENT

COPY SPECIFICATIONS

- *Supplied copy will be subedited by the editorial team.* Spelling, grammar and punctuation will also be corrected to the house style (including copy in third person)
- If you are using a discount code, custom landing page or an offer to the readers in your copy, please only refer to the Checklist (e.g. 'CHECKLIST20') or another generic word, and **NOT** *The Telegraph*

IMAGES SPECIFICATIONS

- Please supply all images as high resolution CMYK JPEGs
- All images must be at least 300dpi when placed at full size
- **DO NOT** supply images with copy and graphics (such as slogans and logos on top)

DESIGN PROCESS

- After receiving your copy and images, *we will design your advertorial in the publication house style* and send a proof to you
- After sending a proof, we require either your corrections or your approval to send the advertorial to press

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval
- If you have any changes, you have the option of **TWO** rounds of amendments before final approval is required. As such please ensure any amendments are clear and concise
- All advertorials must also be approved by the newspaper ahead of press; the team will get back in touch if *The Telegraph* requires changes or substantiating evidence for any claims made in the copy

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner