

Legal checklist



PUBLISHED WITH THE TIMES ON THURSDAYS

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

The **Legal Checklist** is a full-colour, tabloid-sized double-page spread of advertorial content published in the main body of *The Times* on Thursday.

As 64% of Times readers are AB social group, *The Times* boasts an audience of wealthy people. As discerning, professional and wealthy readers well aware of their obligations to themselves, their businesses and their families, *The Times*' readership often has need for legal services concerning their property, professional or personal circumstances – a need for legal services surrounding conveyancing, commerce, will writing and probate, inheritance tax, trusts, pensions, motoring and dispute resolution all form part of life for readers keen to safeguard and protect their personal and family interests.

The Legal Checklist serves as an essential guide to legal firms for Times' readers, providing the latest advice and helping them to select from a choice of professional, service-driven firms that suit their needs. It's the perfect shop window for legal firms seeking to gain new business for the long term.

PARTICULARLY CONSIDERING

- 69% of readers say *The Times* makes them feel well informed
- *Times* readers are 28% more likely to buy or sell their property in the next 12 months
- Times readers have a mean family income of £55,885
- The Times is the UK's No.1 daily print title for reaching the UK's business influencers

Legal checklist

Legal solutions can be stressful and problematic – these experts can help

Property investing without hassle

ADVERTISING: **PROPERTYSOLUTIONS**

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Mortgage advice that won't cost you a penny

ADVERTISING: **FIRSTMORTGAGE.CO.UK**

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Dealing with debt

ADVERTISING: **NATIONAL DEBT EXPERT**

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Families should seek advice before wrongly paying care home fees

ADVERTISING: **WILLIAMSON & CO**

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Get help with your tax affairs from our experts

ADVERTISING: **PANNU TAX**

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Solicitor? Check. Remove! Check. Stamp Duty Land Tax?

ADVERTISING: **HUGH JAMES**

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Make a claim for your cycling injuries

ADVERTISING: **THE BIKE SOLICITORS**

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Ever trapped by a payday loan or high-cost short-term credit? You may be owed compensation

ADVERTISING: **ALLEGANT**

ADVERTISING: **ALLEGANT**

ADVERTISING: **ALLEGANT**

Accidental brushes with the criminal system?

ADVERTISING: **VIENNA KANO**

ADVERTISING: **VIENNA KANO**

ADVERTISING: **VIENNA KANO**

Take control of your pension with an online plan

ADVERTISING: **PENSION SERVICES**

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797k

Daily print readership of *The Times*

69%

of readers would only do business with a company whose reputation they trust

70%

believe it is worth paying extra for quality products

39%

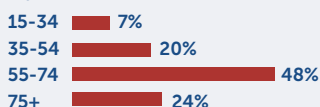
agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 277,481 copies of *The Times* published on a weekday
- 797,000 average daily print readership
- Distributed UK wide

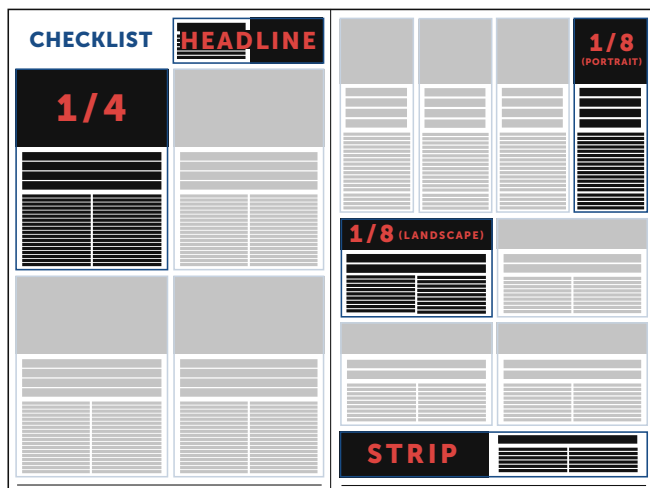
RATE CARD

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

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/8 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

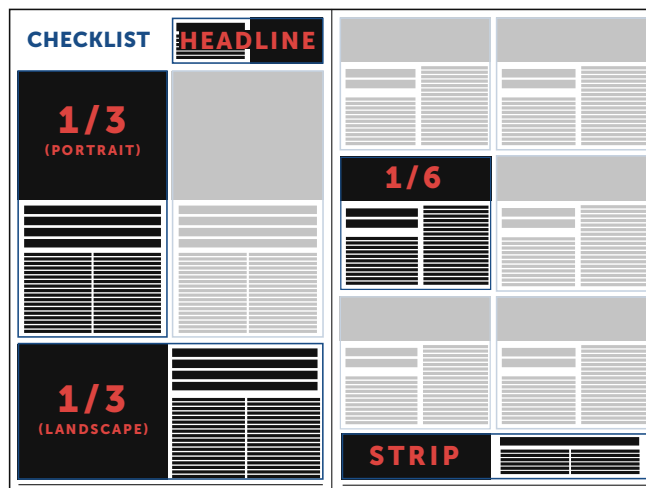
Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



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: 132 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 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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Legal Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*

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