

# Family checklist



**PUBLISHED WITH THE SUNDAY 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 **Family 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 **Family Checklist** serves as an essential guide for those looking to make the best choices available for their loved ones.

The **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and family finances.

The **Family Checklist** serves as an essential guide for parents, packed with inspiration for how to give their children the best start in life. Published at a time when families often focus on future plans for their children, the **Family Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

## 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
- They are also 25% more likely to mention ads when they talk about brands.

### Family checklist

Take a day of your family, whether they're in lockdown or not, with our essential guide to everything you need to know.

**Keep track of what you love with the Vodafone Curve**

Stay close to the things you care about most with a Vodafone Curve for only £22.99 a month.

Whether the kids are asking to check on their dog for the first time or you're taking the dog of the best year in its life with the new GPS tracker designed and controlled by Vodafone, find out how they'll help you stay on top of your dog's safety and sound through the Vodafone Smart App.

Not only is Curve as tight as a drum but it's also easy to use. You'll be able to see your dog's location and get alerts when they're near their favourite spots.

**curve**  
The world's first GPS system

Get yours for £12 from [amazon.co.uk](http://amazon.co.uk)

**Win one of five 12" Mermaid Hard Anodised Deluxe Roasters by Samuel Groves Worth £50 each!**

[checklist.co.uk/win-mermaid-roaster](http://checklist.co.uk/win-mermaid-roaster)

**Don't kettle for second best**

Founded in 1953, Newby & Bloomer is the original British manufacturer of the only complete English kettle range.

These authentic, British kettles are still made by hand from the highest grade of copper to the same exacting standards as the original. The longevity and timelessness of these kettles means this investment is something that will stay in your kitchen for generations.

The 2021 Kettle is a beautifully crafted piece. It is robust, durable and elegant and is popular today as it was 60 years ago. These iconic kettles of British design are also available with the added luxury of chrome plating, having to look.

Place your order visit [newbyandbloomer.co.uk](http://newbyandbloomer.co.uk)

**Perfect chocolatey broche treats**

Get the kids through the day with a lovely treat. PITCH Chocolate Chip and Brioche Pasquier are perfect for the afternoon. Perfect to pop into a lunchbox or share after school, with the luxury of extra will enjoy these sweet goods.

Brioche Pasquier is a soft, fluffy roll for the whole family and can be enjoyed hot, served with jam or an afternoon snack. Which thing will you choose? Is it the dark chocolate chip? PITCH and the best ingredients, artificial colours and preservatives.

Brioche Pasquier is available at all major supermarkets - find them in the bakery aisle.

**A warm and welcoming learning environment**

Each year, many, confident and fully equipped with the unique skills required to make their own mark in the world.

In Year 6, pupils consistently gain competition places and scholarships at top UK schools, including Eton and boarding.

The Virtual Open Morning will be held on Thursday 14 May, 10am-12pm via Zoom. A key takeaway from the Virtual Open Morning will be a virtual tour of the school, including a virtual tour of the school's facilities and a virtual tour of the school's facilities.

Children aged 10 to 11 years old are encouraged to apply to the school to discuss their individual circumstances. Please email us at [admissions@stjohns-school.co.uk](mailto:admissions@stjohns-school.co.uk) or call 020 7225 3131 or email [registrar@stjohns-school.co.uk](mailto:registrar@stjohns-school.co.uk)

**Please donate to help vulnerable children**

4.2 million children in the UK were living in poverty before Christmas 2020. Now things are even worse. Family breaks have collapsed. Children are going without proper meals, without warm clothes. They're scared and feeling alone and hopeless.

Thanks to donations from people like you, Action for Children's Coronavirus Emergency Fund has helped around 20,000 children and young people in desperate need. You can help Our Childhood Crisis Fund £20 could go for a day food or a night's sleep or therapy.

Donate now at [actionforchildren.co.uk/help](http://actionforchildren.co.uk/help)

Donor names will go on the Christmas Card.

**Get your kids learning to code at home using Minecraft and Roblox**

Unleash your kid's creativity with Codecademy and Roblox. There's a great building of software engineers which has been used by the most successful young entrepreneurs in the world.

Codecademy offers interactive online courses supported by games and educational specialists, designed to teach kids between eight and 14-year-old.

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**Reduce food waste in the kitchen with perfectly pre-portioned meal kits**

The UK's leading meal kit company, Hello Fresh, is focused on reducing food waste by delivering the right pre-portioned ingredients needed to cook and enjoy delicious meals from scratch. The UK's leading meal kit company, Hello Fresh, is focused on reducing food waste by delivering the right pre-portioned ingredients needed to cook and enjoy delicious meals from scratch. The UK's leading meal kit company, Hello Fresh, is focused on reducing food waste by delivering the right pre-portioned ingredients needed to cook and enjoy delicious meals from scratch.

# 1 in 10

Average readership of *The Times Magazine*

# 70%

believe it is worth paying extra for quality products

# 30%

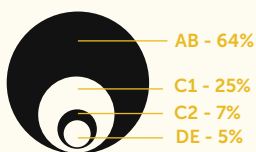
more likely to have weekly conversations about beauty and personal care

# 39%

agree they tend to go for premium brands

## DEMOGRAPHICS

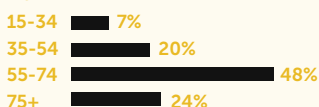
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

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

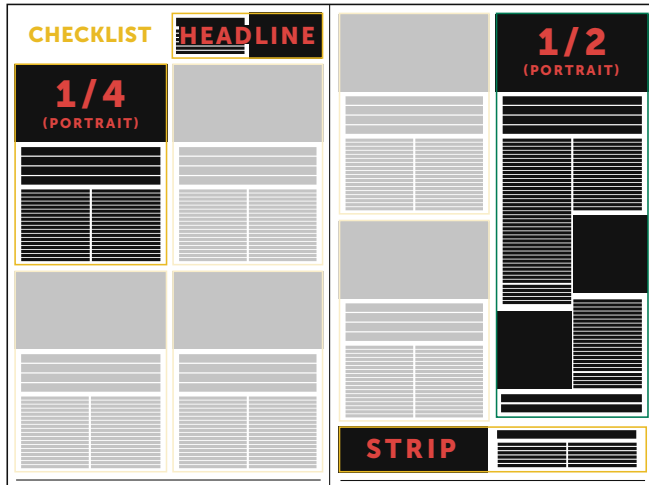
## RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
Competition upgrade	£1,000

**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

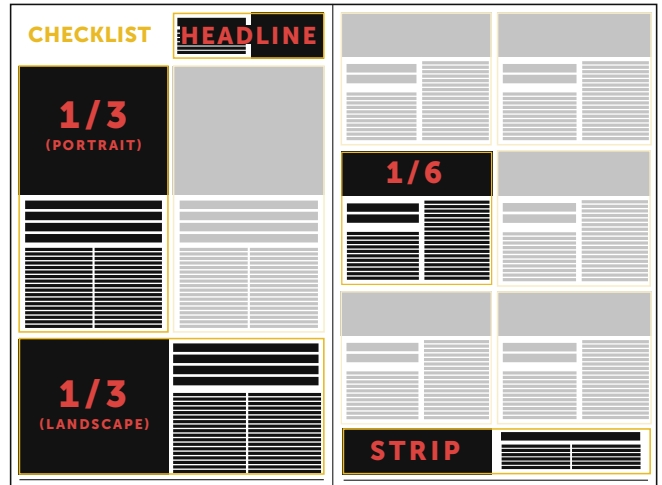
## 1/4 , 1/8 FEATURE REQUIREMENTS

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: 97 x 90 mm

<b>Total word count</b>	130-150 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images + logo

### HALF PAGE

Portrait: 97 x 184 mm

<b>Total word count</b>	250-300 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 image + logo

### STRIP Landscape: 198 x 27 mm

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

### THIRD PAGE

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

<b>Total word count</b>	160-200 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### SIXTH PAGE

Landscape: 97 x 59.5 mm

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

### HEADLINE COMPETITION Landscape: 97 x 27 mm

<b>Copy</b>	What is the prize and its value.
<b>URL</b>	Hurst Media will provide competition link
<b>Images</b>	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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

Hurst Media Company, United House, North Road, N7 9DP  
Company number: 08357910 VAT number: 161866882

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](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

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The UK's trusted media partner