

# The Business Owners' 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 **Business Owners' Checklist** is a full-colour, A4-sized double-page spread of advertorial content published in The Sunday Times Magazine issued with the weekly newspaper.

With 89% of readers in the ABC1 social economic profile, The Sunday Times boasts a wealthy readership. The **Business Owners' Checklist** will serve as a complete guide for everything a business owner needs. It will give these readers a deeper insight into how they can help their business to thrive.

Showcasing a high-quality selection of products and services, **The Business Owners' Checklist** will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published on a Sunday, **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, are highly suggestible to new purchasing ideas, and have more time to spend reading their newspaper than a weekday instalment.

## PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- The average age of Sunday Times Magazine reader is 58.

The grid contains 12 small advertisements for various services:

- The Business Owners' Checklist** (main title)
- Looking for a lawyer? Look no further** (Creditable)
- Taking the pain out of payroll** (GoDaddy)
- GoDaddy Websites + Marketing: empowering entrepreneurs**
- ArchOver connects high-growth SMEs with the cash they need to succeed. How can they help you?**
- Helping you get on the road, and stay there** (NORTHFACE)
- How a happy workspace can help your business thrive** (WORK LIFE)
- Your handy online investment management tool** (nutmeg)
- Small and powerful: discover an A3 colour printer that's compact, eco-friendly and offers endless possibilities** (OKI)
- Escape corporate accounting** (AIMS)
- Time to scale-up your ecommerce business?** (buzz Brand)

**1.5m**  
Average readership of  
*The Sunday Times Magazine*

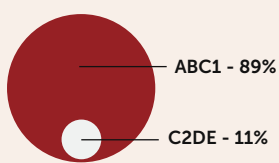
**34%**  
are likely to take action after  
seeing adverts in this section

**70%**  
believe it is worth paying  
extra for quality products

**39%**  
agree they tend to go for  
premium brands

## DEMOGRAPHICS

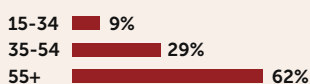
### SOCIAL DEMOGRAPHIC



### 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

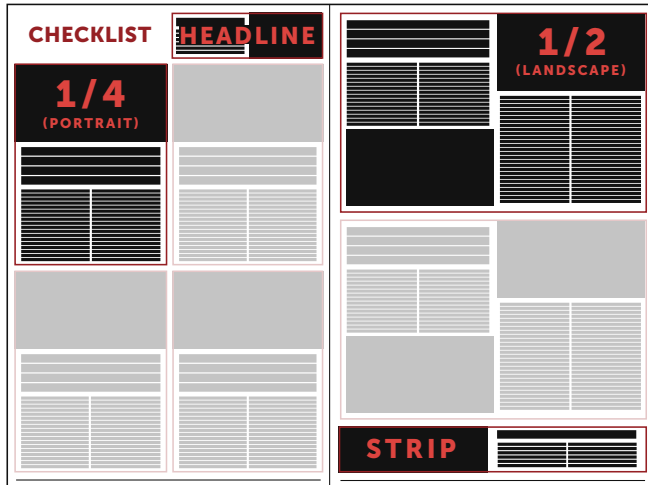
## RATE CARD

- Third page **£9,000**
- Quarter page **£6,750**
- Sixth page **£4,500**
- 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.



### QUARTER PAGE

Portrait: 94 x 106 mm

### HALF PAGE

Landscape: 193 x 106 mm

**Total word count** 130-150 words

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

**Images** 1-2 images + logo

**Total word count** 250-300 words

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

**Images** 2-3 image + logo

### STRIP Landscape: 193 x 32 mm

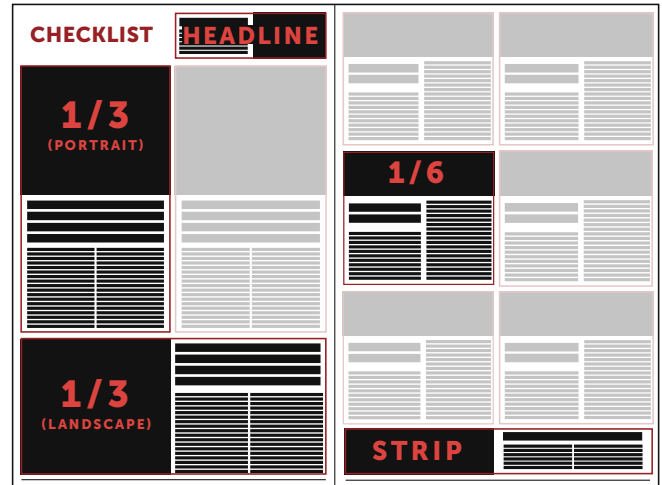
**Total word count** 80-100 words

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

**Images** 1 image + logo

## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

Landscape: 193 x 69 mm

Portrait: 94 x 14mm

**Total word count** 160-200 words

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

**Images** 2 images + logo

### SIXTH PAGE

Landscape: 95 x 106 mm

**Total word count** 80-100 words

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

**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](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, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

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

### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4024  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



**HURST MEDIA™**  
The UK's trusted media partner