



Best of British *checklist* ✓



PUBLISHED WITH THE SUNDAY TIMES *magazine* ON 06/06/23

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

The **Best of British 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 Magazine* boasts a wealthy readership. **Best of British Checklist** will therefore service as an essential guide for readers looking to invest in British products and memorabilia to commemorate the Coronation of Charles III and Camilla.

The **Best of British Checklist** showcases a high-quality selection of quintessentially British products and services, ranging from food & drink, and fashion to days out, attractions and limited edition memorabilia.

Published the weekend of the Coronation of Charles III and Camilla, **Best of British Checklist** is the perfect shop window for brands and organisations to benefit from the robust editorial environment in *The Times*, and an affluent readership with more time to spend reading their newspaper, and a greater disposable income to spend on the best of British products and services at a time of national celebration.

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.
- Over 70% believe it is worth paying extra for quality goods.

Best of British checklist

Best British gifts - Olivia Burton's Tea Party collection

Olivia Burton and her British accessories brand have created a collection of tea party gifts that are both elegant and practical. The collection includes a range of products from tea sets to cushions, all featuring the brand's signature floral patterns.

The finest in premium men's grooming products

Taylor of Old Bond Street is a leading name in men's grooming. Their products are made from the finest ingredients and are designed to last. The collection includes a range of products from shaving brushes to aftershave, all available in a limited edition box.

Serving afternoon tea since 1865

The Langham, London, is a five-star hotel that has been serving afternoon tea since 1865. Their afternoon tea is a must-try for anyone visiting London. The collection includes a range of products from tea sets to cushions, all featuring the brand's signature floral patterns.

Step into spring in style with the Ted Baker sunglasses range

Ted Baker is a leading name in sunglasses. Their sunglasses are made from the finest materials and are designed to last. The collection includes a range of products from aviators to wrap-around styles, all available in a limited edition box.

"We will write them on the beaches..."

Beaumont's is a leading name in stationery. Their products are made from the finest materials and are designed to last. The collection includes a range of products from pens to notebooks, all available in a limited edition box.

AG A cookers

The most innovative AGA cooker yet

AGA cookers are known for their reliability and efficiency. The new AGA cooker is the most innovative yet, featuring a range of new features that make it even more practical. The collection includes a range of products from AGA cookers to AGA ovens, all available in a limited edition box.

Look for the Red Tractor!

Red Tractor is a leading name in food. Their products are made from the finest ingredients and are designed to last. The collection includes a range of products from Red Tractor hams to Red Tractor sausages, all available in a limited edition box.

Where jewellery meets creativity

Elizabeth Gage is a leading name in jewellery. Her jewellery is made from the finest materials and is designed to last. The collection includes a range of products from earrings to necklaces, all available in a limited edition box.

Help protect the health of the Armed Forces family with a gift in your Will

Saifa is a leading name in insurance. Their products are made from the finest materials and are designed to last. The collection includes a range of products from Saifa insurance to Saifa gifts, all available in a limited edition box.

1.5m

Average readership of *The Sunday Times Magazine*

34%

are likely to take action after seeing adverts in this section

70%

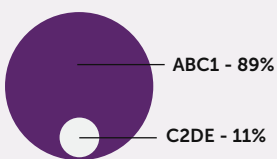
believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

DEMOGRAPHICS

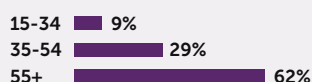
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 561,000 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

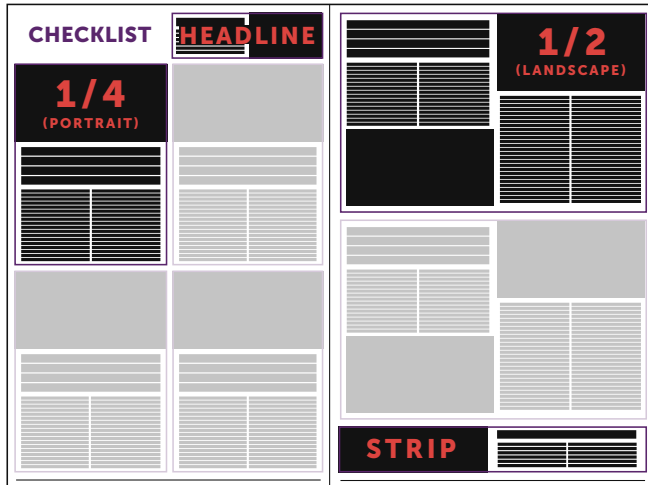
RATE CARD

Third page	£9,000
Quarter page	£6,750
Sixth page	£4,500
Competition upgrade	£1,000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

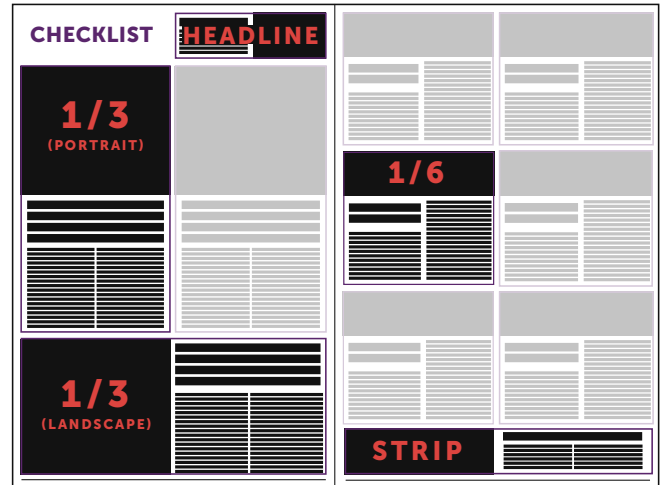
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 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

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. 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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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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