

# Charities 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 Charities 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. The Charities Checklist will serve as the essential guide for these wealthy professionals, providing information on charitable giving, fundraising ideas and how they can make a difference to those in need.

It showcases a selection of charitable trusts and organisations, ranging from children, animals, health, environmental, public service & military, as well as education, housing, arts & culture, poverty relief, elderly and disability.

Published on the Sunday, at a time when many readers are looking for new causes to support, the Charities Checklist is the perfect shop window for brands and organisations to benefit from an engaged and affluent audience, who are highly sympathetic to new charities and organisations.

## PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Over 70% believe it is worth paying extra for quality goods
- The average age of *Sunday Times Magazine* reader is 58.

### Charities checklist

**We are there for you when it matters**

At the heart of our checklist is a selection of charities that are making a difference to the lives of those in need. We have hand-picked these charities for you, so you can be sure that your donation will be put to good use. For more information on any of the charities featured in our checklist, please visit [www.charitieschecklist.co.uk](http://www.charitieschecklist.co.uk) or call 0202 554 5555 for your free copy.

### Give the gift of sight through your Will

Give the gift of sight through your Will. Help to prevent blindness and support the work of the charity. For more information, visit [www.orbis.org.uk](http://www.orbis.org.uk)

### Have your Will written for free, and leave a life-changing legacy

Have your Will written for free, and leave a life-changing legacy. Help to support the work of the charity. For more information, visit [www.dabatesuk.com](http://www.dabatesuk.com)

### Will you leave the gift of a Marie Curie Nurse like Lynn or Bindu in your Will?

Will you leave the gift of a Marie Curie Nurse like Lynn or Bindu in your Will? Help to support the work of the charity. For more information, visit [www.mariecurie.org.uk](http://www.mariecurie.org.uk)

### Write your Will for free and help provide the guide dogs of the future

Write your Will for free and help provide the guide dogs of the future. Help to support the work of the charity. For more information, visit [www.guidedogs.org.uk](http://www.guidedogs.org.uk)

### Remember Spinal Research in your Will and leave a legacy of hope

Remember Spinal Research in your Will and leave a legacy of hope. Help to support the work of the charity. For more information, visit [www.spinalresearch.org.uk](http://www.spinalresearch.org.uk)

### Conservation and hope for our planet

Conservation and hope for our planet. Help to support the work of the charity. For more information, visit [www.rocha.org.uk](http://www.rocha.org.uk)

### Your legacy is our heroes' future

Your legacy is our heroes' future. Help to support the work of the charity. For more information, visit [www.hlpforheroes.org.uk](http://www.hlpforheroes.org.uk)

### A gift in your will can make a difference

A gift in your will can make a difference. Help to support the work of the charity. For more information, visit [www.safafirstaid.org.uk](http://www.safafirstaid.org.uk)

# 1.5m

Average readership of *The Sunday Times Magazine*

# 34%

are likely to take action after seeing adverts in this section

# 70%

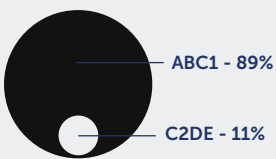
believe it is worth paying extra for quality products

# 39%

agree they tend to go for premium brands

## DEMOGRAPHICS

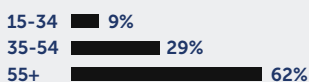
### SOCIAL DEMOGRAPHIC



### 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

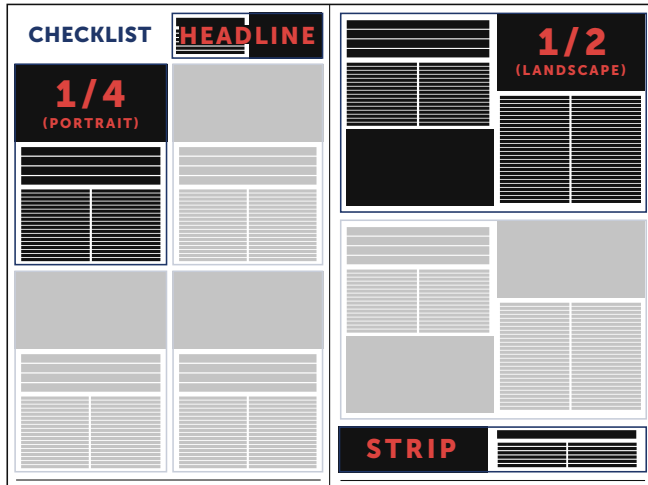
## RATE CARD

Third page	<b>£9,000</b>
Quarter page	<b>£6,750</b>
Sixth page	<b>£4,500</b>
Competition upgrade	<b>£1,000</b>

**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

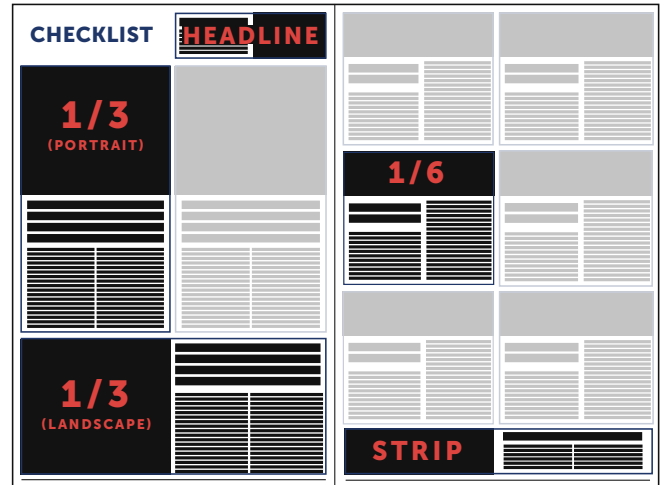
<b>Total word count</b>	130-150 words	<b>Total word count</b>	250-300 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images + logo	<b>Images</b>	2-3 image + logo

### STRIP Landscape: 193 x 32 mm

<b>Total word count</b>	80-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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 142mm

### SIXTH PAGE

Landscape: 95 x 65 mm

<b>Total word count</b>	160-200 words	<b>Total word count</b>	80-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo	<b>Images</b>	1 image + logo

### HEADLINE COMPETITION Landscape: 94 x 32 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, 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)

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