

Gifts checklist ✓



PUBLISHED WITH THE 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 **Gifts 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 **Gifts Checklist** will serve as the essential guide for quality gift inspiration, and is an excellent opportunity to reach this more affluent audience in the run-up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from jewellery, indulgent foods, fragrances, and celebratory tipples, to winter fashion, beauty products and homeware options.

The **Gifts Checklist**, published at a time when readers begin their present planning, is the perfect shop window for showcasing your company's products and services to an audience with extra money to spend, who are just beginning to prepare and start buying gifts for the festive season.

PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Around 70% of readers believe it is worth paying extra for quality products
- When it comes to buying decisions, 39% of readers agree they tend to go for premium brands.



Searching for the perfect present? Spend your loved ones with our selection of gifts to show you care

Tap into the super-sharp Razer Blade laptop

The Razer Blade is the most powerful gaming laptop in the world. It's also the most beautiful. With its sleek, thin design, it's perfect for both work and play. The Razer Blade is available in two models: the Razer Blade 15 and the Razer Blade 17. Both models feature the latest Intel Core i7 processor, 16GB of RAM, and a 1TB SSD. The Razer Blade 15 is perfect for those who want a laptop that's easy to carry, while the Razer Blade 17 is perfect for those who want a laptop that's powerful enough to handle any game.

Remember just how good a little self care feels

Spa treatments are a great way to relax and unwind. At Currys PC World, we have a selection of spa treatments that are perfect for anyone who wants to treat themselves. From massages to facials, we have everything you need to feel like a queen. Book your spa treatment today and enjoy the ultimate in self care.

A corking way to savour your glass of wine

Coravin is the perfect way to enjoy your favourite wine. It's a small, sleek device that allows you to pour wine from any bottle, without the need for a cork. Coravin is perfect for those who want to enjoy their wine without the hassle of opening a bottle. It's also perfect for those who want to keep their wine fresh for longer. Coravin is available at Currys PC World.

The Raised Sharing Steak Plate and serving sets

Currys PC World has a selection of serving sets that are perfect for anyone who wants to entertain. From serving sets to serving carts, we have everything you need to make your next party a success. Book your serving set today and enjoy the ultimate in entertaining.

Score a PS4 bundle with FIFA 20 for just £199

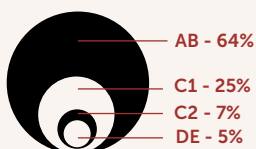
Currys PC World has a selection of PS4 bundles that are perfect for anyone who wants to play FIFA 20. From PS4 consoles to PS4 games, we have everything you need to get started. Book your PS4 bundle today and enjoy the ultimate in gaming.

HYPE is a lifestyle

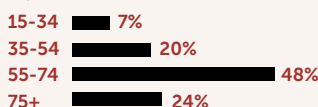
Currys PC World has a selection of products that are perfect for anyone who wants to live the HYPE lifestyle. From headphones to smartwatches, we have everything you need to stay on top of the latest trends. Book your HYPE products today and enjoy the ultimate in lifestyle.

DEMOGRAPHICS

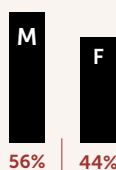
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 467,325 copies of *The Times* published on a Saturday
- 1,077,000 average print Saturday readership
- Distributed UK wide

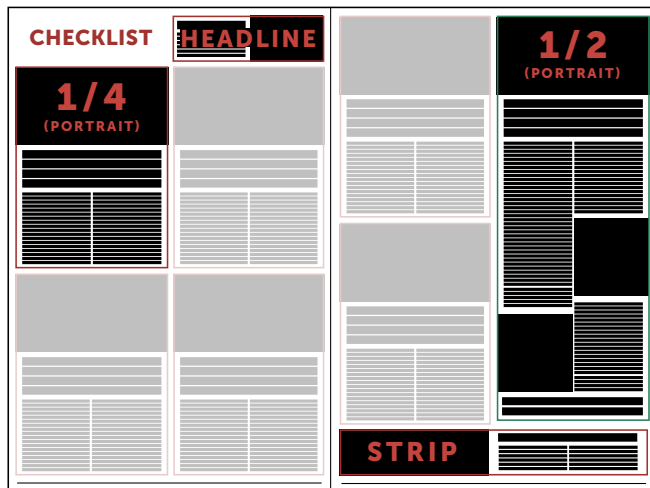
RATE CARD

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: 97 x 90 mm

HALF PAGE

Portrait: 97 x 184 mm

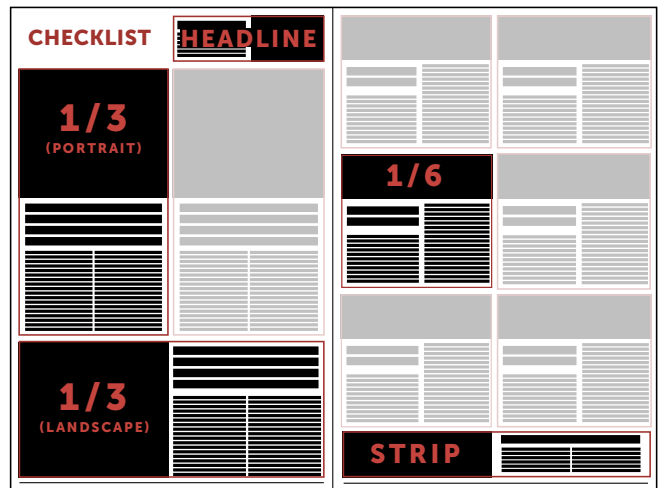
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 198 x 27 mm

Total word count	80-100 words (includes call to action)
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: 198 x 59.5 mm
Portrait: 97 x 121 mm

SIXTH PAGE

Landscape: 97 x 59.5 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 97 x 27 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 Magazine*.
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