

GIFTS FOR KIDS checklist



PUBLISHED WITH THE TIMES ON SATURDAYS

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

The **Gifts for Kids Checklist** is a full-colour, tabloid-sized, double-page spread of advertorial content published in the Saturday edition of *The Times*.

With 109,000 *Times* readers admitting to spending between £200 and £350 on Christmas presents, the **Gifts for Kids Checklist** will serve as the essential guide for festive inspiration, and is an excellent opportunity to reach this audience in the run-up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from toys, board games, confectionary, outdoor fun, tech and gadgets, arts and crafts, movies and TV, dolls, books and much more.

The **Gifts for Kids Checklist**, published at a time when readers begin their present planning, is the perfect vehicle for showcasing your company's products and services to an audience with extra money to spend, while they are beginning to prepare and buy gifts for the festive season.

PARTICULARLY CONSIDERING

- Readers of *The Times* readers are 25% more likely to mention ads when they talk about brands
- *The Times* is read for an average of 76 minutes on a Saturday
- *Times* readers have a mean family income of £55,885
- 64% of *Times* readers are in the AB social group.

GIFTS FOR KIDS checklist
Searching for the perfect present? Spend your hard-earned cash on a selection of gifts to show you care

A crafty way to inspire creative young minds
Simply put, no one wants to spend their money on a boring gift. So why not get your child something that will inspire their imagination and creativity?

Bring your LEGO to life
LEGO has been a household name for decades, and for good reason. It's a fun, creative and educational toy that can be enjoyed by children of all ages.

A perfect new baby gift at the click of a button
If you're looking for a gift for a new parent, you'll want something that's practical, useful and thoughtful.

Score the perfect football themed gift
If you're a football fan, you'll want to get your child something that's football-themed.

Embark on a bookish adventure!
If you're a book lover, you'll want to get your child something that's book-related.

Score a PS4 bundle with FIFA 20 for just £199
If you're a gamer, you'll want to get your child something that's gaming-related.

Saddle up for the award-winning kids' balance bike
If you're looking for a gift for a young child, you'll want something that's fun, safe and educational.

Step into the season by choosing childrenswear from over 200 fantastic designer brands
If you're looking for a gift for a young child, you'll want something that's fashionable and fun.

Create your own personalised Top Trumps playing cards, mug, notebook, poster or T-shirt
If you're looking for a gift for a child, you'll want something that's personalised and fun.

Give a sparkling and creative gift with Sequin Art
If you're looking for a gift for a child, you'll want something that's creative and fun.

HYPE is a lifestyle
If you're looking for a gift for a child, you'll want something that's trendy and fun.

1m
Saturday print readership of *The Times*

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

70%
believe it is worth paying extra for quality products

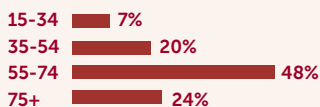
39%
agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

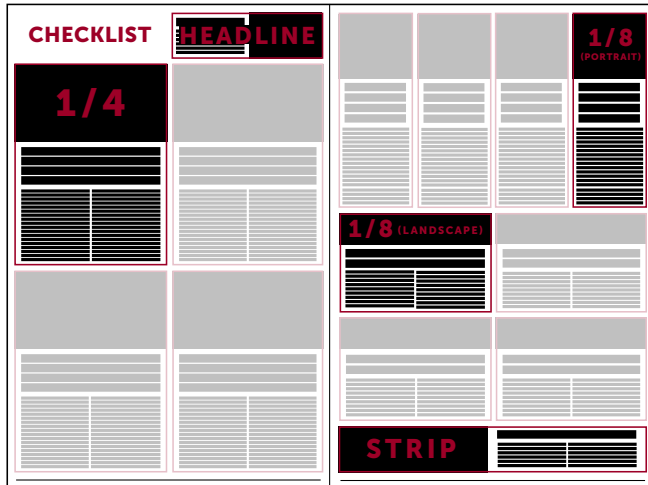
RATE CARD

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: 132 x 136.6 mm

Total word count	200-250 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

EIGHTH PAGE

Landscape: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

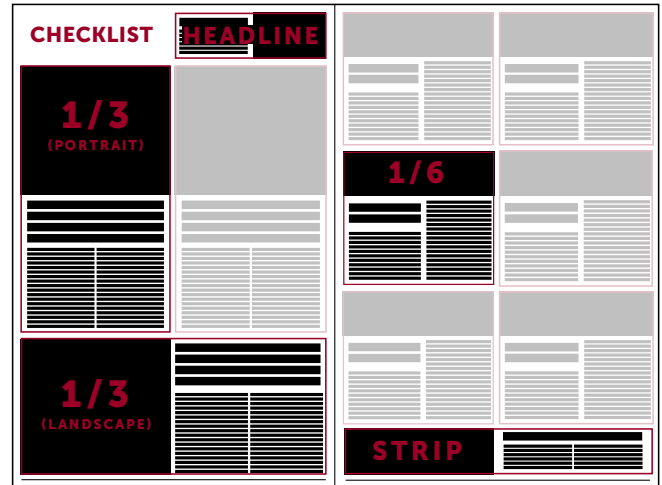
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 268 x 42.5 mm

Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 268 x 89.7 mm
Portrait: 183.6 x 132 mm

Total word count	200-300 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo

SIXTH PAGE

Landscape: 132 x 89.7 mm

Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 image + logo

HEADLINE Landscape: 132 x 42.5 mm

Total word count	60-80 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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. 20 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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Gifts for Kids 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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