

# Luxury 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 **Luxury 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 **Luxury 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 hampers, indulgent foods, gift boxes, and celebratory tipples, as well as designer fashion and high-end travel options.

The **Luxury 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 for the festive season.

## PARTICULARLY CONSIDERING

- 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
- Around 50% of the audience are likely to convince others about products and services that interest them.



# 1m

Average readership of *The Times Magazine*

# 70%

believe it is worth paying extra for quality products

# 30%

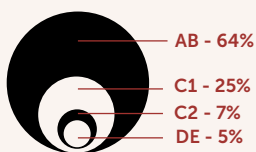
more likely to have weekly conversations about beauty and personal care

# 39%

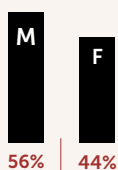
agree they tend to go for premium brands

## DEMOGRAPHICS

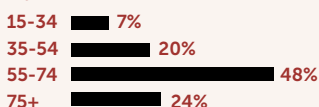
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

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

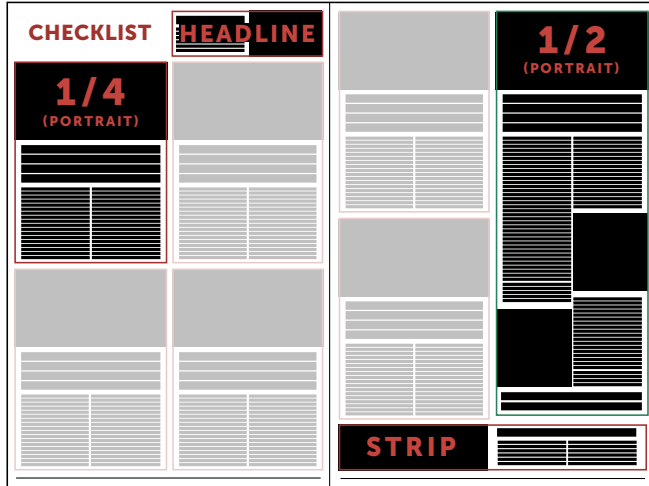
## RATE CARD

Third page	<b>£8,500</b>
Quarter page	<b>£6,750</b>
Sixth page	<b>£5,000</b>
Competition upgrade	<b>£1,000</b>

**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

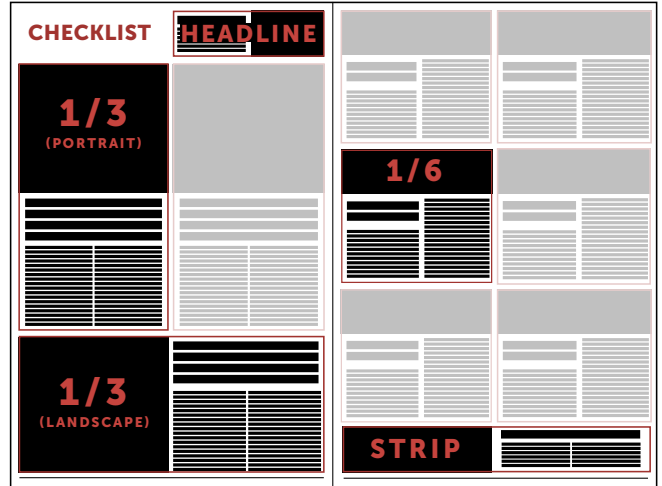
## 1/4 , 1/8 FEATURE REQUIREMENTS

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



## 1/3 , 1/6 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

<b>Total word count</b>	130-150 words (includes call to action)	<b>Total word count</b>	250-300 words (includes call to action)
<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: 198 x 27 mm

<b>Total word count</b>	80-100 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### THIRD PAGE

Landscape: 198 x 59.5 mm  
Portrait: 97 x 121 mm

### SIXTH PAGE

Landscape: 97 x 59.5 mm

<b>Total word count</b>	160-200 words (includes call to action)	<b>Total word count</b>	80-100 words (includes call to action)
<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: 97 x 27 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, United House, North Road, N7 9DP  
Company number: 08357910 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 Times Magazine*

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