

Travel 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 **Travel Checklist** is a full-colour, A4-sized double-page spread of advertorial content published in *The Saturday Times Magazine* issued with the weekly newspaper.

The Saturday Times readers spend an average of £3,700 per year on holidays and have an average family income of £55,885. This readership believe that it is worth paying extra for quality holidays and getaway breaks. The **Travel Checklist** therefore serves as an essential guide for readers who are looking for new and exciting ways to explore near and far.

It showcases a selection of products and services to benefit those planning day trips and long weekends, as well as summer breaks and winter skiing holidays. It highlights some of the best holiday destinations, accommodations, tourist attractions and spa breaks as well as services to help you travel safely.

Published on a Saturday, the **Travel Checklist** is the perfect shop window for brands and organisations to benefit from an audience focused on family days out, travel and culture as well as the best destinations and attractions close to home and further afield.

PARTICULARLY CONSIDERING

- The average amount of holidays taken by *The Times* readers in a 12 month period is 3.6
- £4.9 billion spent on holidays by *The Times* readers in a 12 month period
- 64% of *Times* readers are in the AB social-economic profile.

Travel checklist

Enjoy London life - stay at Strand Palace!

Heathrow Express: the fastest way to Heathrow

Escape without leaving the city

BATAUK LONDON

Victoria Embankment, London WC2R 0EU

Pembrokeshire: visit this season

See the world, differently

With 50 UK destinations to choose from, a British break is just the thing for the family

Take the family on holiday to Mauritius!

Jamaica: the jewel of the Caribbean

1m
Average readership of *The Times Magazine*

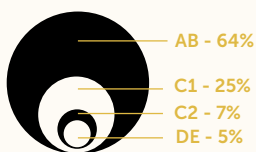
70%
believe it is worth paying extra for quality products

30%
more likely to have weekly conversations about beauty and personal care

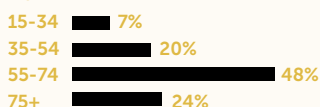
39%
agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

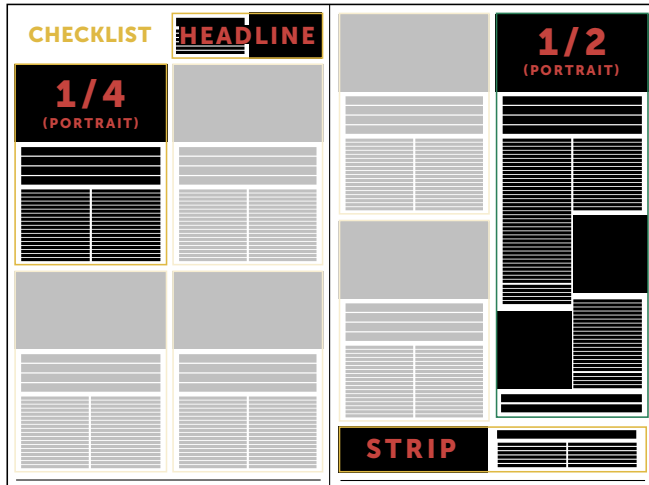
RATE CARD

| | |
|---------------------|---------------|
| Third page | £8,500 |
| Quarter page | £6,750 |
| Sixth page | £5,000 |
| Competition upgrade | £1,000 |

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

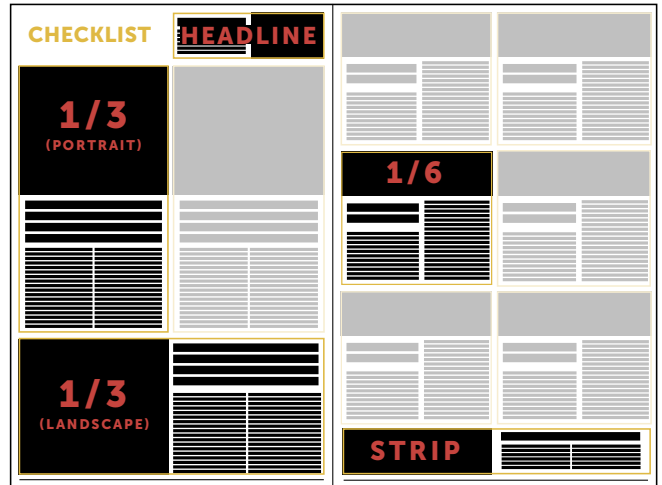
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 97 x 90 mm

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

HALF PAGE

Portrait: 97 x 184 mm

| | |
|-------------------------|--|
| Total word count | 250-300 words (includes call to action) |
| Call to action | i.e. Discount offer, website, phone, or social links |
| 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 |

THIRD PAGE

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

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

SIXTH PAGE

Landscape: 97 x 59.5 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 |

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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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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