

THE TIMES
SATURDAY
Britain's best coastal walks
Why I won't join the front row
Amazon 'misleads buyers'

THE TIMES
Weekend
The tech that keeps my diabetic daughter safe by Sad Golzar
BRITAIN'S BEST COASTAL WALKS
Lizard, Looe, Looe and Looe



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BRITAIN'S BEST COASTAL WALKS
Lamb, fish, cottages and second-hand shops
Where to eat and drink

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BRITAIN'S BEST COASTAL WALKS
Lizard, cliffs, cottages and sea lochs
Plus: Where to eat and drink

Retirement Living

checklist

ADVERTISING

Renovex your body!

A small amount of exercise can do a lot for you. It can help you lose weight, improve your mood, and keep you healthy. It can also help you live longer. So, why not try it? Renovex is a new exercise program that is designed to help you get started. It's easy to do, and it's fun. So, why not try it? Renovex is a new exercise program that is designed to help you get started. It's easy to do, and it's fun. So, why not try it?

Find out how Renovex can help you get started. Visit www.renovex.co.uk

In need of surgery? Why wait?

CARE UK has introduced innovative new services to help you get the care you need when you need it. We have a team of experts who can help you with everything from surgery to rehabilitation. So, why not try it? CARE UK has introduced innovative new services to help you get the care you need when you need it. We have a team of experts who can help you with everything from surgery to rehabilitation. So, why not try it?

Visit www.care.co.uk for more information.

care

A real list of prices and products not available on all websites

Discover what's waiting to meet you with a Danbury Campervan

At Danbury, we have a team of experts who can help you with everything from surgery to rehabilitation. So, why not try it? Danbury has a team of experts who can help you with everything from surgery to rehabilitation. So, why not try it?

Visit www.danbury.co.uk for more information.

Are you one of 58% of people yet to make a Will?

THE NATIONAL TRUST FOR AUTISM has a team of experts who can help you with everything from surgery to rehabilitation. So, why not try it? The National Trust for Autism has a team of experts who can help you with everything from surgery to rehabilitation. So, why not try it?

Visit www.nationaltrustforautism.co.uk for more information.

Knee pain sufferers unite with Neo G

NEO G is a new exercise program that is designed to help you get started. It's easy to do, and it's fun. So, why not try it? NEO G is a new exercise program that is designed to help you get started. It's easy to do, and it's fun. So, why not try it?

Visit www.neo-g.co.uk for more information.

Take control of your pension savings with an online plan

At SunLife, we have a team of experts who can help you with everything from surgery to rehabilitation. So, why not try it? SunLife has a team of experts who can help you with everything from surgery to rehabilitation. So, why not try it?

Visit www.sunlife.co.uk for more information.

Why not give The Joy Club a go with a free, three-month membership for new members

THE JOY CLUB is a new exercise program that is designed to help you get started. It's easy to do, and it's fun. So, why not try it? THE JOY CLUB is a new exercise program that is designed to help you get started. It's easy to do, and it's fun. So, why not try it?

Visit www.thejoyclub.co.uk for more information.

Feel safe on your stairs with an Acorn Stairlift

ACORN STAIRLIFTS is a new exercise program that is designed to help you get started. It's easy to do, and it's fun. So, why not try it? ACORN STAIRLIFTS is a new exercise program that is designed to help you get started. It's easy to do, and it's fun. So, why not try it?

Visit www.acornstairlifts.co.uk for more information.

Living the retirement you've longed for


At SunLife, we have a team of experts who can help you with everything from surgery to rehabilitation. So, why not try it? SunLife has a team of experts who can help you with everything from surgery to rehabilitation. So, why not try it?

Visit www.sunlife.co.uk for more information.

Inspired choices for retirement living

INSPIRED VILLAGES is a new exercise program that is designed to help you get started. It's easy to do, and it's fun. So, why not try it? INSPIRED VILLAGES is a new exercise program that is designed to help you get started. It's easy to do, and it's fun. So, why not try it?

Visit www.inspiredvillages.co.uk for more information.



1m
Saturday print readership
of *The Times*

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

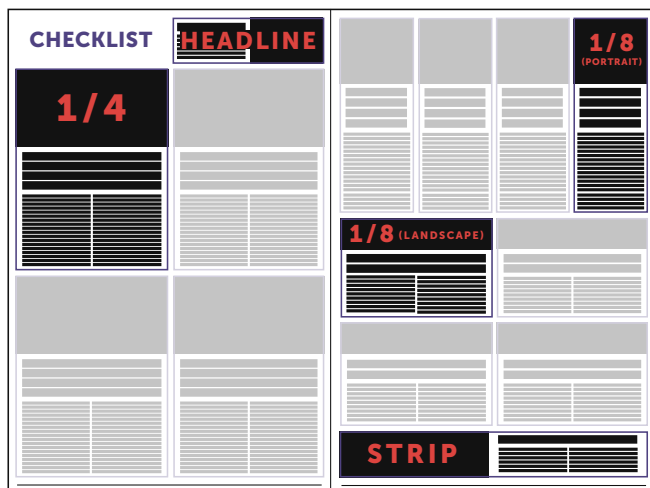
70%
believe it is worth paying
extra for quality products

39%
agree they tend to go for
premium brands

Sources: PAMCO 3 2020, TAM20MOS GB TGI 2020 Q3 News UK.
last updated Oct'20

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

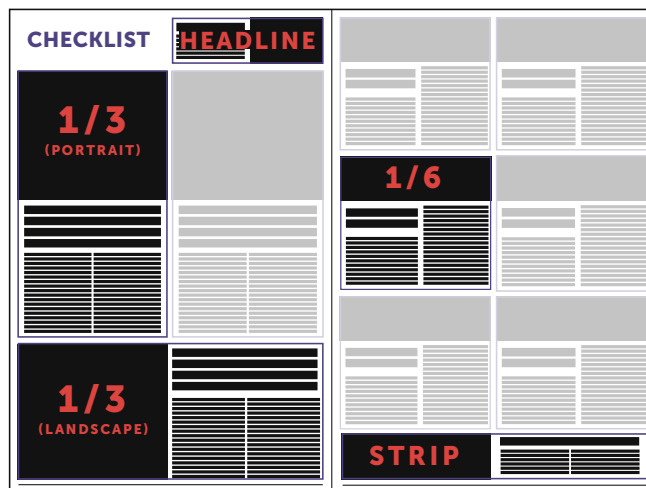
Total word count 120-150 words

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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