

# Art, Antiques and Collectables checklist



**PUBLISHED WITH THE SUNDAY TIMES** *magazine*

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

The Arts, Antiques & Collectables Checklist is a full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine* issued with the weekly newspaper.

With 89% of readers in the ABC1 social-economic profile, *The Sunday Times Magazine* boasts a wealthy readership. The Arts, Antiques & Collectables Checklist will therefore serve as an essential guide to inspire these readers to explore new activities and pastimes in the UK's thriving arts, antiques and collectables market.

Showcasing a selection of exciting brands, products and services, it will include the best exhibitions, auctions, fairs and period properties, as well as memorabilia, collectables and jewellery.

Published on a Sunday, the Arts, Antiques & Collectables Checklist is the perfect shop window for brands and organisations looking to benefit from a readership that has more time to spend with their newspaper than a weekday instalment, and one accustomed to highly respected cultural commentary from world-class contributors.

## PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Over 70% believe it is worth paying extra for quality goods
- The average age of *Sunday Times Magazine* reader is 58.

**Art, Antiques and Collectables checklist**

**Commission a portrait painting**  
Many of the most sought-after art commissions are portraits. It's a timeless, tangible piece of art that can be passed on to future generations. The Sunday Times Art, Antiques & Collectables Checklist features a selection of portrait artists to inspire you. Visit [www.artists.com](http://www.artists.com) or call 020 7330 6844.

**Turning safe shipping into an artform**  
At the end of the day, your most valuable possessions are your art and antiques. They deserve the same care and attention as the masterpieces they represent. The Sunday Times Art, Antiques & Collectables Checklist features a selection of art and antique shipping services to inspire you. Visit [www.packmyfriend.com](http://www.packmyfriend.com) or call 020 7330 6844.

**No compromises, no shortcuts. The finest wine cellarage on Earth**  
The art of wine cellarage is a science. It's about creating the perfect environment for your wine to mature and develop its full potential. The Sunday Times Art, Antiques & Collectables Checklist features a selection of wine cellarage services to inspire you. Visit [www.octavian.co.uk](http://www.octavian.co.uk) or call 01225 118747.

**Uncover hidden treasures at auction, online**  
The Sunday Times Art, Antiques & Collectables Checklist features a selection of online auction services to inspire you. Visit [www.thesalaroom.com](http://www.thesalaroom.com) or call 020 7330 6844.

**A jewel among West London auctioneers**  
The Sunday Times Art, Antiques & Collectables Checklist features a selection of West London auctioneers to inspire you. Visit [www.chiswick.com](http://www.chiswick.com) or call 020 8992 4442.

**Place together your past**  
The Sunday Times Art, Antiques & Collectables Checklist features a selection of period properties to inspire you. Visit [www.butlershill.com](http://www.butlershill.com) or call 020 7330 6844.

**Moving home and selling your valuables?**  
The Sunday Times Art, Antiques & Collectables Checklist features a selection of moving and selling services to inspire you. Visit [www.sworders.com](http://www.sworders.com) or call 020 7330 6844.

**The King who became a God**  
The Sunday Times Art, Antiques & Collectables Checklist features a selection of numismatic services to inspire you. Visit [www.ba-dawns.com](http://www.ba-dawns.com) or call 020 7330 6844.

**Release your inner Indiana Jones on an archaeological tour**  
The Sunday Times Art, Antiques & Collectables Checklist features a selection of archaeological services to inspire you. Visit [www.peterkenneltravels.com](http://www.peterkenneltravels.com) or call 01900 888 226.

**Learn the experts' secrets with Sotheby's Institute of Art short courses and lectures**  
The Sunday Times Art, Antiques & Collectables Checklist features a selection of Sotheby's Institute of Art services to inspire you. Visit [www.sothebys.com](http://www.sothebys.com) or call 020 7330 6844.

**Add some style to your home this year**  
The Sunday Times Art, Antiques & Collectables Checklist features a selection of home services to inspire you. Visit [www.pf.com](http://www.pf.com) or call 020 7330 6844.

**1.5m**  
Average readership of *The Sunday Times Magazine*

**89%**  
of readers are in the ABC1 social-economic profile

**70%**  
believe it is worth paying extra for quality products

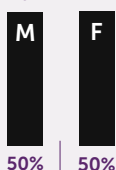
**39%**  
agree they tend to go for premium brands

## DEMOGRAPHICS

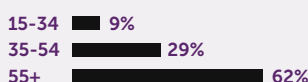
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- 588,494 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

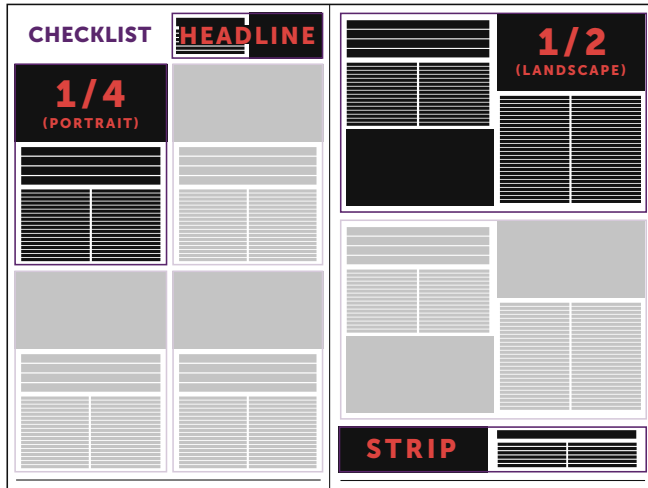
## RATE CARD

Third page	<b>£9,000</b>
Quarter page	<b>£6,750</b>
Sixth page	<b>£4,500</b>
Competition upgrade	<b>£1,000</b>

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

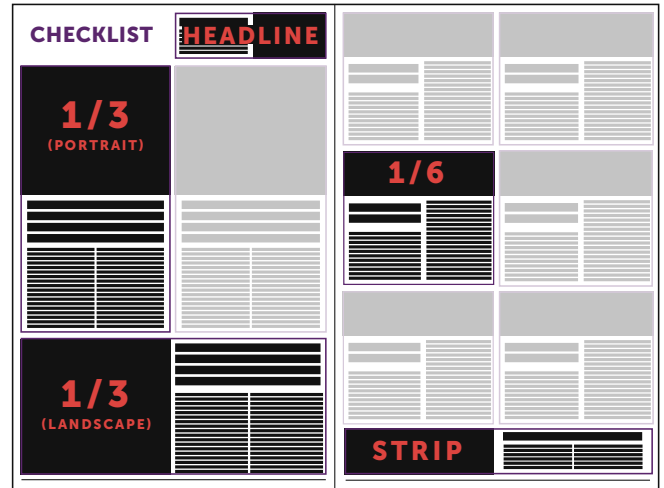
## 1/4 , 1/8 FEATURE REQUIREMENTS

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: 94 x 106 mm

### HALF PAGE

Landscape: 193 x 106 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: 193 x 32 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: 193 x 69 mm  
Portrait: 94 x 142mm

<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: 94 x 32 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, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 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 Sunday Times Magazine*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

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[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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The UK's trusted media partner