

# Travel 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 NATIONWIDE PRINTED EDITIONS)

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

*The Sunday Times* readers spend on average £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 Sunday, 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

Whether you'd like to travel to the other side of the world, or simply head up to London with the family on a Friday, these destinations have you covered for the top 10 destinations.

**ADVERTISING**

**Pembrokeshire: visit this season**

DISCOVER PEMBROKESHIRE'S rich maritime heritage, from ancient castles and ruins to award-winning beaches and stunning scenery. Pembrokeshire is a beautiful area with a rich history and a vibrant culture. Discover the best of Pembrokeshire in this season's **Travel Checklist**. For more information, visit [www.visitpembrokeshire.co.uk](http://www.visitpembrokeshire.co.uk)

**ADVERTISING**

**See the world, differently**

It's not just about seeing the world, it's about seeing it differently. Discover the world through the eyes of a local. With our **See the World, Differently** series, we offer a unique perspective on the world's most beautiful destinations. For more information, visit [www.see-the-world-differently.co.uk](http://www.see-the-world-differently.co.uk)

**ADVERTISING**

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

DISCOVER THE BEST OF THE UK with our **50 UK Destinations** series. From the rolling hills of the Cotswolds to the rugged beauty of the Scottish Highlands, there's something for everyone. For more information, visit [www.50ukdestinations.co.uk](http://www.50ukdestinations.co.uk)

**ADVERTISING**

**Enjoy London life - stay at Strand Palace!**

THE STRAND PALACE is a luxury hotel in the heart of London. With its modern amenities and historic charm, it's the perfect place to stay. For more information, visit [www.strandpalace.com](http://www.strandpalace.com)

**ADVERTISING**

**Now is the best time to book your dream cruise and save! Hottest deals now available at supercruises.com**

DISCOVER THE BEST CRUISE DEALS at [www.supercruises.com](http://www.supercruises.com). From the Caribbean to the Mediterranean, there's a cruise for everyone. For more information, visit [www.supercruises.com](http://www.supercruises.com)

**ADVERTISING**

**Take the family on holiday to Mauritius!**

DISCOVER THE BEAUTY OF MAURITIUS with our **Family Holiday** series. From the white sand beaches to the turquoise waters, it's a paradise for the whole family. For more information, visit [www.mauritius.com](http://www.mauritius.com)

**ADVERTISING**

**A hidden gem on the island of Crete**

DISCOVER THE HIDDEN GEMS OF CRETE with our **Hidden Gems** series. From the ancient ruins to the stunning landscapes, there's something for everyone. For more information, visit [www.crete.com](http://www.crete.com)

**ADVERTISING**

**Jamaica: the jewel of the Caribbean**

DISCOVER THE JEWEL OF THE CARIBBEAN with our **Jamaica** series. From the vibrant culture to the stunning beaches, it's a paradise for the whole family. For more information, visit [www.jamaica.com](http://www.jamaica.com)

# 1.5m

Average readership of *The Sunday Times Magazine*

# 34%

are likely to take action after seeing adverts in this section

# 70%

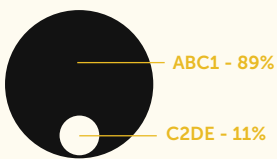
believe it is worth paying extra for quality products

# 39%

agree they tend to go for premium brands

### DEMOGRAPHICS

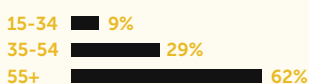
#### SOCIAL DEMOGRAPHIC



#### 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

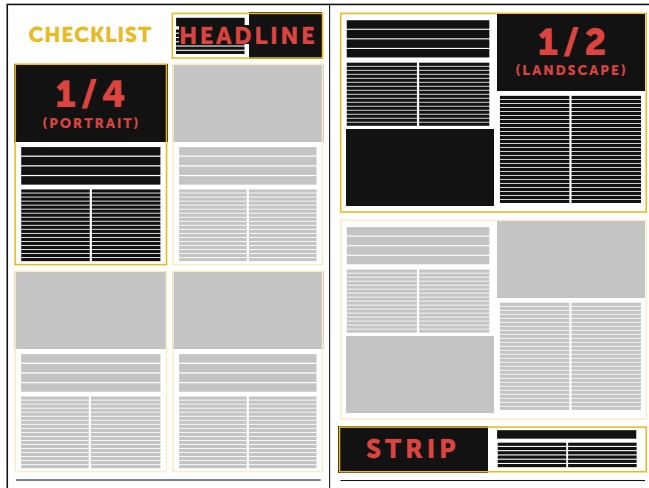
### RATE CARD

Third page	£9,000
Quarter page	£6,750
Sixth page	£4,500
Competition upgrade	£1,000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

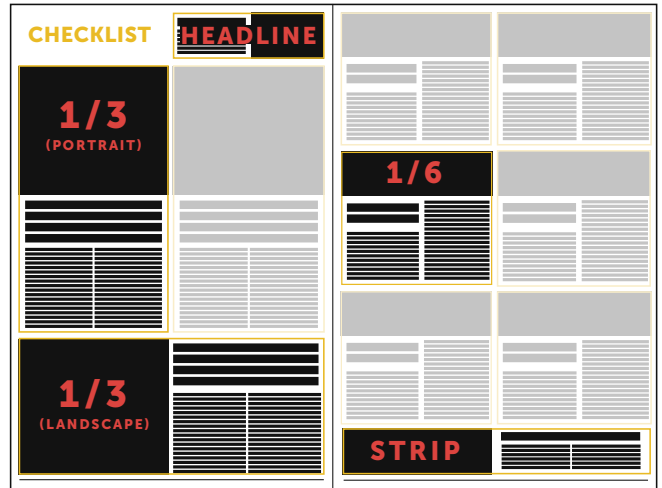
## 1/4 , 1/8 FEATURE REQUIREMENTS

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: 94 x 106 mm

### HALF PAGE

Landscape: 193 x 106 mm

<b>Total word count</b>	130-150 words	<b>Total word count</b>	250-300 words
<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
<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

### SIXTH PAGE

Landscape: 95 x 65 mm

<b>Total word count</b>	160-200 words	<b>Total word count</b>	80-100 words
<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://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

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