

Care 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 **Care 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 average age of *Sunday Times Magazine* reader is 58. The **Care Checklist** will serve as the essential guide for this mature readership, to ensure they make the most of their time and money when they decide to stop working, as well providing advice for how they can best care for their parents in retirement.

It showcases a high-quality selection of products and services, ranging from activities and leisure, mobility options, legal advice, residential homes, nursing homes, care homes and healthcare options.

Published on a Sunday, **Care Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, who are concerned about their parents' retirement options, as well as planning ahead for their own.

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 and services
- 89% of readers are in the ABC1 social-economic profile.

1.5m

Average readership of
The Sunday Times Magazine

89%

of readers are in the ABC1
social-economic profile

70%

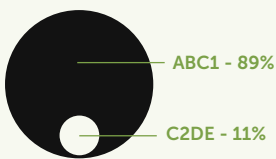
believe it is worth paying
extra for quality products

39%

agree they tend to go for
premium brands

DEMOGRAPHICS

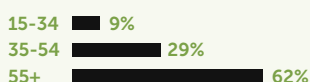
SOCIAL DEMOGRAPHIC



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

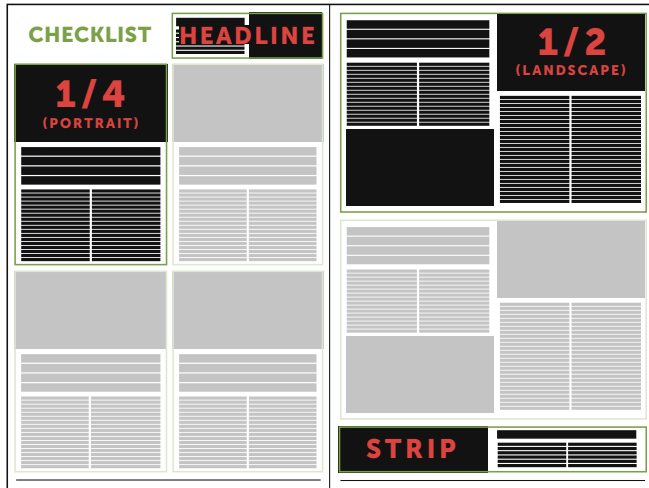
RATE CARD

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

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

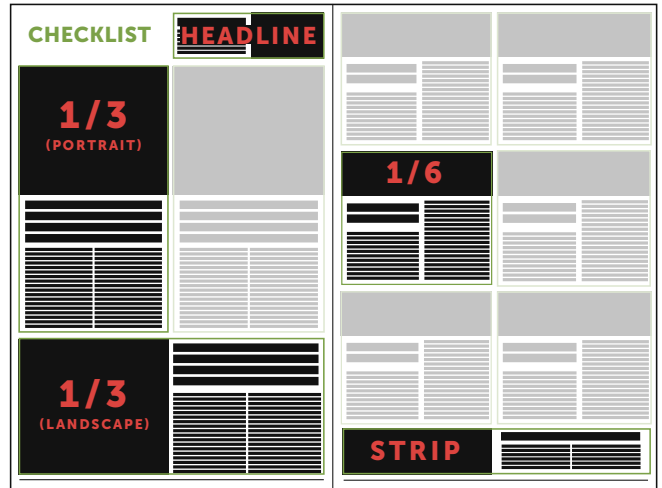
1/4 , 1/8 FEATURE REQUIREMENTS

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

| | | | |
|-------------------------|------------------------------------------------------|-------------------------|------------------------------------------------------|
| Total word count | 130-150 words (includes call to action) | Total word count | 250-300 words (includes call to action) |
| Call to action | i.e. Discount offer, website, phone, or social links | Call to action | i.e. Discount offer, website, phone, or social links |
| Images | 1-2 images + logo | Images | 2-3 image + logo |

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

SIXTH PAGE

Landscape: 95 x 65 mm

| | | | |
|-------------------------|------------------------------------------------------|-------------------------|------------------------------------------------------|
| Total word count | 160-200 words (includes call to action) | Total word count | 80-100 words (includes call to action) |
| Call to action | i.e. Discount offer, website, phone, or social links | Call to action | i.e. Discount offer, website, phone, or social links |
| Images | 2 images + logo | Images | 1 image + logo |

HEADLINE COMPETITION Landscape: 94 x 32 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: 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

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