

Best of Luxury

PUBLISHED WITH THE SUNDAY TIMES magazine ON SUNDAYS

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

The **Best of Luxury** is a full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine*.

With over 62% of readers in the AB social economic profile, *The Sunday Times Magazine* boasts a wealthy readership. The **Best of Luxury** will serve as the essential guide for quality product inspiration and is an excellent opportunity to reach this more affluent audience.

It showcases a selection of high-quality products, services and experiences, ranging from watches and jewellery, indulgent foods, statement pieces, and award-winning tipples, to designer fashion and high-end travel options.

Published within *The Sunday Times Magazine*, the **Best of Luxury** is the perfect shop window for showcasing your company's products and services to an audience with a high disposable income, who are looking for new and exciting ways to spend their money.

PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Over 70% *Sunday Times Magazine* readers believe it is worth paying extra for quality goods
- Around 39% of readers agree that they tend to go for premium brands.



Best of Luxury

Being a high income earner in the UK doesn't mean you're not a luxury consumer. Here's how to get the most out of your money.

Discover your dream car at Mercedes-Benz

Visit www.mercedes-benz.co.uk or call 0344 759500.

Timeless and unique jewellery

Elizabeth H. Clark

Visit elizabethhclark.com to view Elizabeth's wonderful jewels.

Owning a yacht without hassle

Sunsail

Visit www.sunsail.com to view the range of the Best Boats.

The perfect gift for wine lovers

CORVIN

Get set for the Corvin in 'Pine' with our OFF THE WALL at www.offthefwall.com

Conway Stewart – the British pen

Visit www.conwaystewart.com or call 0203 290044.

TRIOLOGY

Visit www.trilogyjewellery.com

Coronation celebrations at The Langham, London

Visit www.langhamlondon.com or call 020 7595 5555.

London fine wine and rare whisky

Visit www.londonbarrelhouse.com

The ultimate award-winning smoked salmon and caviar

Visit www.londonbarrelhouse.com or call 020 7595 5555.

Striking Art Deco posters

Visit www.artdeco.com

1.5m
Average readership of
The Sunday Times Magazine

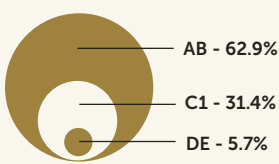
34%
are likely to take action after
seeing adverts in this section

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 print readership of *The Sunday Times Magazine*
- Distributed UK wide

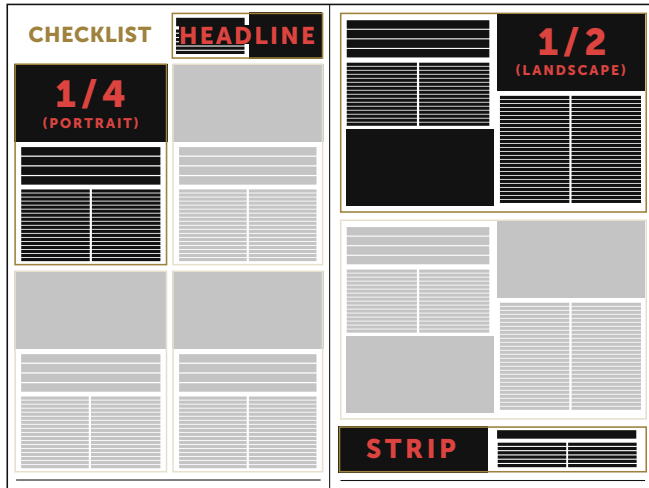
RATE CARD

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

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

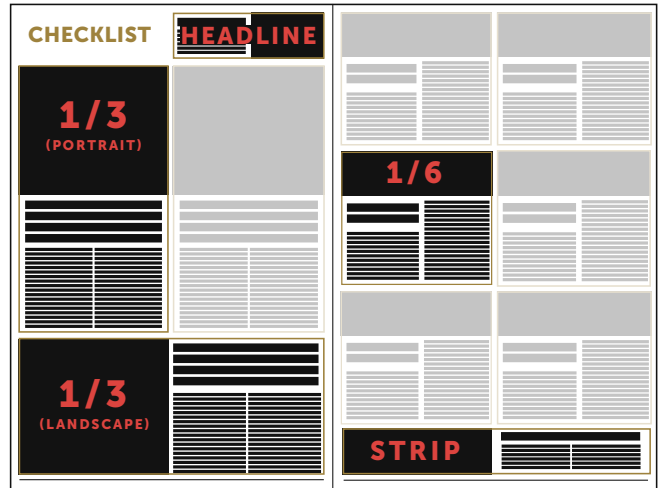
1/4 , 1/8 FEATURE REQUIREMENTS

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

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 images + logo

Total word count 250-300 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2-3 image + logo

STRIP Landscape: 193 x 32 mm

Total word count 80-100 words

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 14mm

Total word count 160-200 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

SIXTH PAGE

Landscape: 95 x 106 mm

Total word count 80-100 words

Call to action i.e. Discount offer, website, phone, or social links

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

Best of 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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