

Best of Travel



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 **Best of Travel** 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 **Best of Travel** 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 **Best of Travel** is the perfect shop window for brands and organisations to directly target a new, affluent and actively engaged audience, nationally.

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.

1.5m

Average readership of
The Sunday Times Magazine

34%

are likely to take action after
seeing adverts in this section

70%

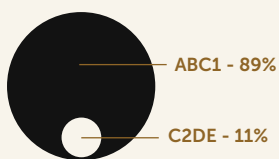
believe it is worth paying
extra for quality products

39%

agree they tend to go for
premium brands

DEMOGRAPHICS

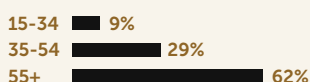
SOCIAL DEMOGRAPHIC



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

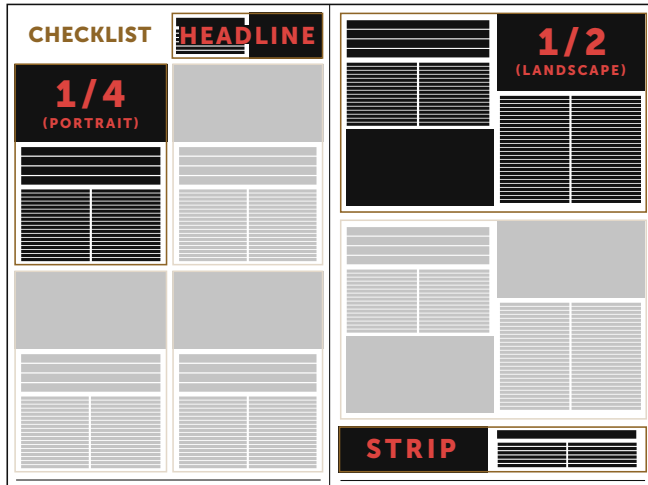
RATE CARD

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.



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

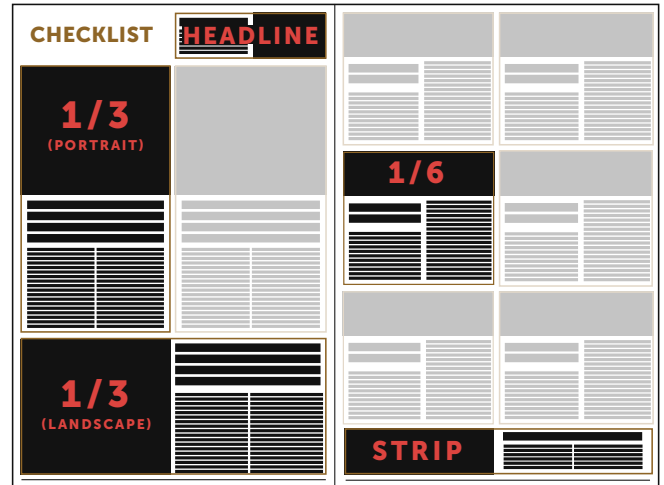
Total word count 80-100 words

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

Images 1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

Landscape: 193 x 69 mm

Portrait: 94 x 142mm

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 65 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

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

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