

Best of Business



PUBLISHED WITH THE TIMES ON SATURDAYS

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

The **Best of Business** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

The Times is the number one daily title for reaching the UK's business elite, reaching 52% more than *The Daily Telegraph* and 35% more than the *Financial Times*. This makes *Times* readers the perfect audience for the **Best of Business**, which will serve as a complete guide for everything a business owner needs. It will give these readers a deeper insight into how they can help their business to thrive.

Showcasing a high-quality selection of products and services, the **Best of Business** published with *The Times* will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published on a Saturday, the **Best of Business** is the perfect shop window for brands and organisations looking to benefit from a readership, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas, and have more time to spend reading their newspaper than a weekday instalment.

PARTICULARLY CONSIDERING

- 45% of *Times* readers agree they are more likely to take some action after reading articles in this section
- Times* readers are more than twice as likely to be interested in personal finance and investment topics
- The Times* is the number one daily title for reaching the UK's business elite, reaching 35% each day
- The Times* is read for an average of 54 minutes on a Saturday

ADVERTISING

Best of Business

Whether you'd like to escape to the other side of the world, or venture somewhere closer to home, there's never been a better time to go for the migration.

Looking for a lawyer? Look no further

ArchOver connects high-growth SMEs with the cash they need to succeed. How can they help you?

Helping you get on the road, and stay there

How a happy workplace can help your business thrive

Escape corporate accounting

AIMS

WORK LIFE

Taking the pain out of payroll

GoDaddy Websites - Marketing empowering entrepreneurs

PAISWELL

Your handy online investment management tool

Small and powerful discover an A3 colour printer that's compact, eco-friendly and offers endless possibilities

nutmeg

Time to scale up your eCommerce

BuzzBrand

1m
Saturday print readership
of *The Times*

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

70%
believe it is worth paying
extra for quality products

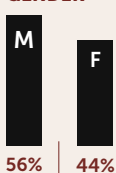
39%
agree they tend to go for
premium brands

DEMOGRAPHICS

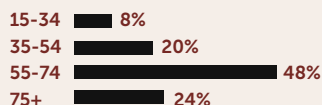
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 467,325 copies of *The Times* published on a Saturday
- 1,077,000 average print Saturday readership
- Distributed UK wide

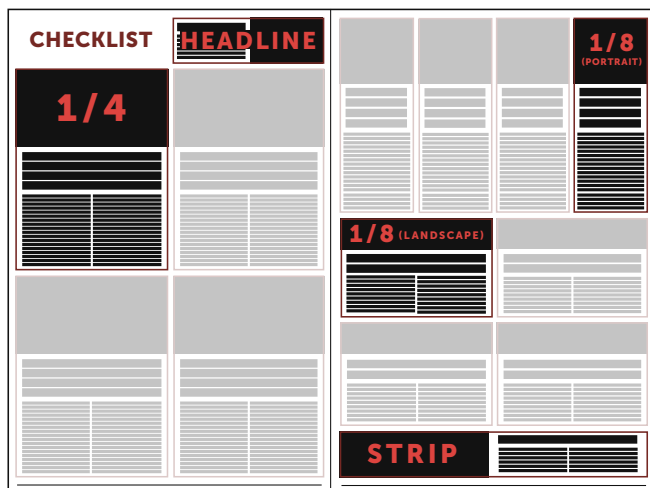
RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
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: 132 x 136.6 mm

Total word count 200-250 words

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

Images 2 images + logo

EIGHTH PAGE

Landscape: 132 x 66.25 mm

Portrait: 64 x 136.6 mm

Total word count 70-100 words

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

Images 1 image + logo

STRIP Landscape: 268 x 42.5 mm

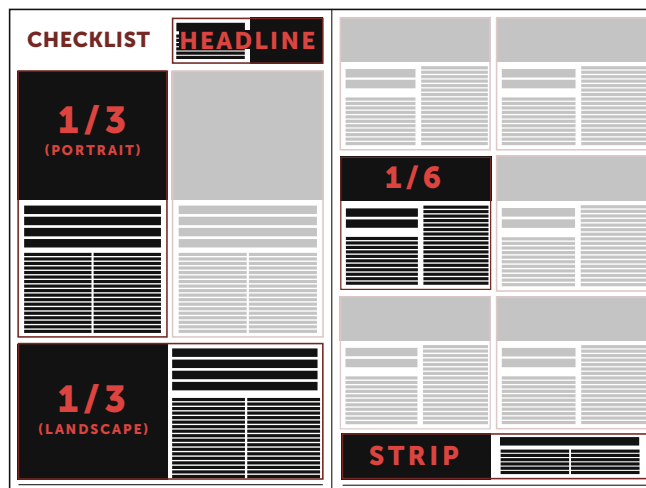
Total word count 120-150 words

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

Images 2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 268 x 89.7 mm

Portrait: 183.6 x 132 mm

Total word count 200-300 words

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

Images 2-3 images + logo

SIXTH PAGE

Landscape: 132 x 89.7 mm

Total word count 120-150 words

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

Images 1-2 image + logo

HEADLINE Landscape: 132 x 42.5 mm

Total word count 60-80 words

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

Images 1 image + logo

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. 20 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

Business Owners Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



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