

GIFTS FOR HIM checklist



PUBLISHED WITH THE  TIMES ON SATURDAYS

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

The **Gifts for Him Checklist** is a full-colour, tabloid-sized, double-page spread of advertorial content published in the Saturday edition of *The Times*.

With 109,000 *Times* readers admitting to spending between £200 and £350 on Christmas presents, the **Gifts for Him Checklist** will serve as the essential guide for festive inspiration, and is an excellent opportunity to reach this audience in the run-up to the holiday season.

It showcases a selection of high-quality gift ideas for men, ranging from gadgets and tech, personalised gifts, novelty presents, giftsets, food and drink, as well as winter fashion, fragrances, accessories and experience days.

As 138,000 *Times* readers begin their Christmas present planning in November, as well as the fact that 164,000 readers confess to buying presents for up to 10 people, the **Gifts for Him Checklist**, published at the start of November, is the perfect vehicle for showcasing your company's products to an affluent audience, who are just beginning to prepare and buy gifts for the festive season.

PARTICULARLY CONSIDERING

- Readers of *The Times* readers are 25% more likely to mention ads when they talk about brands
- *The Times* is read for an average of 76 minutes on a Saturday
- *Times* readers have a mean family income of £55,885
- 64% of *Times* readers are in the AB social demographic.

ADVERTISING: The Raised Sharing Steak Plate and serving sets

GIFTS FOR HIM checklist

CELEBRATE A GREAT MEAT OF THE SEASON with this raised sharing steak plate and serving sets. The raised sharing steak plate is made from stainless steel and is perfect for entertaining. It features a central well for the steak and is surrounded by a raised rim for the serving sets. The raised sharing steak plate is perfect for entertaining and is a great gift for the festive season.

Visit [advertisers.co.uk](#) and use the code **CHECKLIST10** to receive 10% off.

ADVERTISING: Put the life and Soul into your party

SOUL RUM

SOUL RUM is a premium rum with a unique flavour profile. It is made from 100% sugarcane molasses and is aged in oak barrels. The rum has a smooth and mellow taste with a hint of vanilla and caramel. It is perfect for sipping or mixing in cocktails. Visit [soulrum.com](#) to learn more.

ADVERTISING: Tap into the super-sharp Razer Blade laptop

RAZER BLADE LAPTOP

The Razer Blade laptop is a powerful and portable device. It features a 15.6-inch display and is powered by an Intel Core i7 processor. The laptop is thin and light, making it easy to carry around. It is perfect for work and play. Visit [razer.com](#) to learn more.

ADVERTISING: Spa gifts for men

SPABREAKS

SpaBreaks offers a range of spa and wellness products for men. These include bath foams, shower gels, and body oils. The products are designed to relax and rejuvenate the body. Visit [spabreaks.com](#) to learn more.

ADVERTISING: Score a PS4 bundle with FIFA 20 for just £199

PS4 BUNDLE WITH FIFA 20

Score a PS4 bundle with FIFA 20 for just £199. The bundle includes a PS4 console, a DualShock 4 wireless controller, and a copy of FIFA 20. It is a great gift for gamers. Visit [currys.co.uk](#) to learn more.

ADVERTISING: Get your shopping off to a flying start

GO

Go is a premium shopping bag. It is made from high-quality materials and is perfect for carrying your shopping. The bag is spacious and has a stylish design. Visit [go.com](#) to learn more.

ADVERTISING: The purveyors of pop culture have something for everyone

FUNKO

Funko offers a wide range of pop culture merchandise. This includes action figures, figurines, and collectibles. The products are highly detailed and are perfect for collectors. Visit [funko.com](#) to learn more.

ADVERTISING: Look out for awesome products...

LEPUS

Lepus offers a range of high-quality products. These include clothing, accessories, and home goods. The products are designed to be both functional and stylish. Visit [lepus.com](#) to learn more.

ADVERTISING: HYPE is a lifestyle

HYPE

Hype is a lifestyle brand that offers a range of products. These include clothing, accessories, and home goods. The products are designed to be both functional and stylish. Visit [hype.com](#) to learn more.

1m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

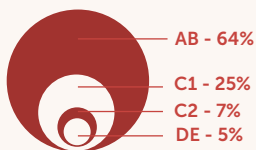
believe it is worth paying extra for quality products

39%

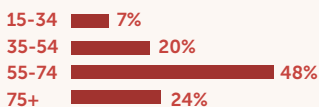
agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

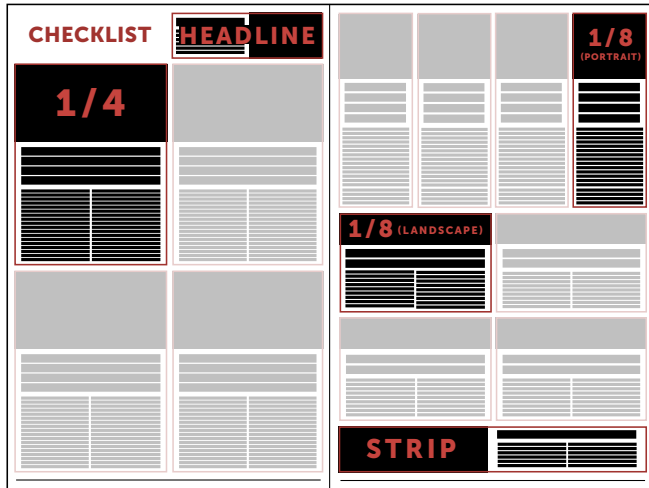
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

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

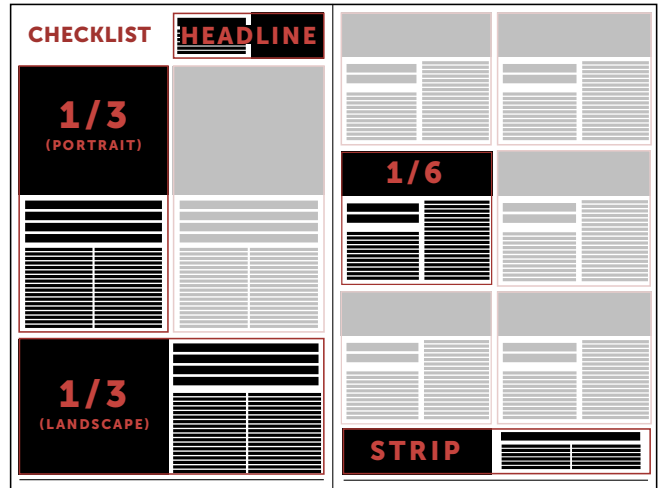
1/4 , 1/8 FEATURE REQUIREMENTS

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: 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

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, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

Gifts for Him 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](https://www.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



HURST MEDIA
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