

Best of Spring



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 **Best of Spring** is a full-colour, tabloid-sized, double-page spread of advertorial content published in the Weekend section of *The Times*.

With a daily readership of over one million people, of which 64% are in the AB social-economic profile, *The Times* boasts an audience of wealthy people. This affluent readership believes it is worth paying extra for quality products and services. **Best of Spring** will therefore serve as an essential guide for readers who are looking for ways to celebrate or mark the change of season, at home and away.

The **Best of Spring** showcases a high-quality selection of products and services to suit all tastes and ages, including holidays, family days out, Spring cleaning products, gardening tools, Easter breaks and exercise equipment.

Published on a Saturday, **Best of Spring** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on products and services.

PARTICULARLY CONSIDERING

- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 20,000 *Times* readers have taken part in water sports/activities
- *The Times* is read for an average of 54 minutes on a Saturday

Best of Spring

Whether you'd like to escape to the other side of the world, or venture somewhere closer to home, these travel ideas and tips are sure to fire up the imagination.

Escape to Châteaufort, Wales

Whether you're after a luxury Welsh holiday or a family getaway, Châteaufort is a beautiful location for a weekend break. The property is a former 18th-century manor house, now a luxury holiday home. It features a swimming pool, tennis court, and a large garden. The property is surrounded by rolling hills and is a great location for a family holiday.

Historic escapes in beautiful Puglia

Discover the beauty of Puglia, a region in southern Italy known for its historic towns and stunning landscapes. From the ancient ruins of Ostuni to the charming town of Grottole, there are many beautiful places to visit in Puglia. The region is also known for its delicious food and wine.

Elevated coastal living: The Peaks, Lūstica Bay

Experience the best of both worlds with elevated coastal living at The Peaks in Lūstica Bay. The property offers stunning views of the sea and is a great location for a family holiday. The property features a swimming pool, tennis court, and a large garden. The property is surrounded by rolling hills and is a great location for a family holiday.

A white stone refuge overlooking the Mediterranean Sea

Escape to a white stone refuge overlooking the Mediterranean Sea. The property is a beautiful holiday home with a swimming pool and a large garden. The property is surrounded by rolling hills and is a great location for a family holiday.

VILLA LE BLANC

A beautiful holiday home in the heart of the French Riviera. The property features a swimming pool, tennis court, and a large garden. The property is surrounded by rolling hills and is a great location for a family holiday.

Discover the highest standard of yacht charter in the Ionian

Experience the highest standard of yacht charter in the Ionian. The property offers stunning views of the sea and is a great location for a family holiday. The property features a swimming pool, tennis court, and a large garden. The property is surrounded by rolling hills and is a great location for a family holiday.

London theatre weekends at The Bloomsbury

Experience the best of London theatre weekends at The Bloomsbury. The property offers stunning views of the city and is a great location for a family holiday. The property features a swimming pool, tennis court, and a large garden. The property is surrounded by rolling hills and is a great location for a family holiday.

Win three overnight stays in Norfolk's finest* Worth £670!

Experience the best of Norfolk's finest with three overnight stays. The property offers stunning views of the sea and is a great location for a family holiday. The property features a swimming pool, tennis court, and a large garden. The property is surrounded by rolling hills and is a great location for a family holiday.

Escape to Croyle Bay, North Devon

Experience the best of North Devon with a holiday at Croyle Bay. The property offers stunning views of the sea and is a great location for a family holiday. The property features a swimming pool, tennis court, and a large garden. The property is surrounded by rolling hills and is a great location for a family holiday.

A hub for the modern traveller

Experience the best of the modern traveller with a holiday at the hub. The property offers stunning views of the sea and is a great location for a family holiday. The property features a swimming pool, tennis court, and a large garden. The property is surrounded by rolling hills and is a great location for a family holiday.

Win a three-piece luggage set Worth £650!

Experience the best of luggage with a three-piece set. The property offers stunning views of the sea and is a great location for a family holiday. The property features a swimming pool, tennis court, and a large garden. The property is surrounded by rolling hills and is a great location for a family holiday.

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Win a three-piece luggage set Worth £650!

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1m Saturday print readership of *The Times*

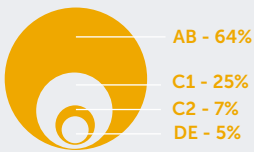
34% are likely to take action after seeing adverts in this section

70% believe it is worth paying extra for quality products

39% agree they tend to go for premium brands

DEMOGRAPHICS

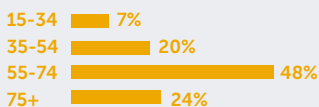
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

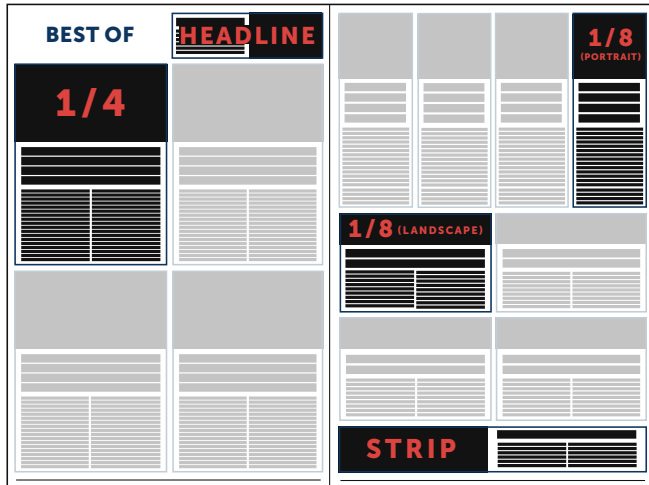
RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
Competition upgrade	£1,000

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

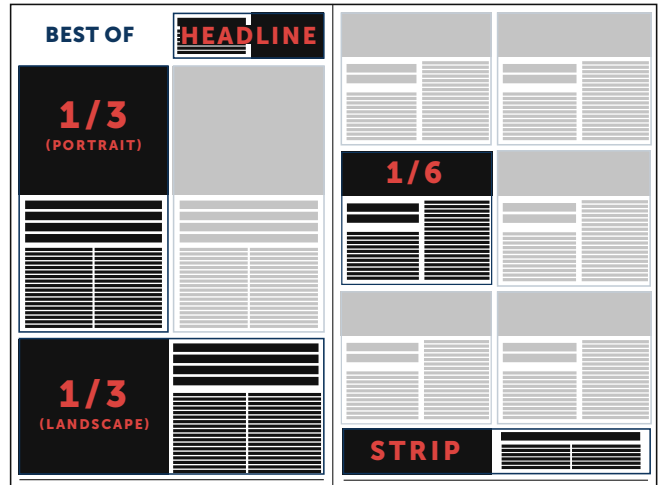
1/4 , 1/8 FEATURE REQUIREMENTS

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



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, 1 Phipp Street, London, EC2A 4PS
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 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)

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