

THE NORTH EDITION

PUBLISHED WITH THE  TIMES ON SATURDAY 9TH FEBRUARY 2019

With *Times* readers over three times more likely to spend £20,000 or more on a car, *Motoring: The North Edition* published with *The Times*, is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, who are highly susceptible and confident in making their buying decisions.

- Three in five readers plan to buy a new vehicle in the next 12 months
- *The Times* reaches 938,000 readers within the affluent ABC1 demographic
- *Times* readers have a mean family income of £55,885
- *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

ADVERTISEMENT

Motoring

THE NORTH EDITION

Get your heart racing in the new model of Jaguar

AN ALL-NEW JAGUAR XE delivers an exceptional driving experience. It's a new breed of luxury sedan, one that's designed to thrill the senses and deliver a driving experience that's truly unique. The new XE is a true masterpiece of engineering, with a sleek, aerodynamic design that's both elegant and powerful. It's a car that's built to last, with a chassis that's designed to provide a smooth, comfortable ride. The new XE is a car that's built to last, with a chassis that's designed to provide a smooth, comfortable ride.

And it's all thanks to the new XE's advanced chassis, which is designed to provide a smooth, comfortable ride. The new XE is a car that's built to last, with a chassis that's designed to provide a smooth, comfortable ride.

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Dynamic features make the BMW 1 Series built for adventure

FOR THE FIRST TIME, BMW has introduced a new model of the 1 Series, a car that's built to last, with a chassis that's designed to provide a smooth, comfortable ride. The new 1 Series is a car that's built to last, with a chassis that's designed to provide a smooth, comfortable ride.

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Subtle styling and fine craftsmanship, only in a Bentley

Bentley is a brand that's known for its exceptional craftsmanship and attention to detail. The new Bentley Continental GT is a car that's built to last, with a chassis that's designed to provide a smooth, comfortable ride. The new Bentley Continental GT is a car that's built to last, with a chassis that's designed to provide a smooth, comfortable ride.

Mercedes-Benz is a brand that's known for its exceptional craftsmanship and attention to detail. The new Mercedes-Benz C-Class is a car that's built to last, with a chassis that's designed to provide a smooth, comfortable ride. The new Mercedes-Benz C-Class is a car that's built to last, with a chassis that's designed to provide a smooth, comfortable ride.

Car leasing offers you can put to rest

At MARCHER COFF, we know that car leasing is a great way to get the most out of your car. We offer a range of leasing options, from short-term to long-term, so you can find the one that's right for you. We offer a range of leasing options, from short-term to long-term, so you can find the one that's right for you.

The best insurance deals

At MARCHER COFF, we know that car insurance is a great way to protect your car. We offer a range of insurance options, from short-term to long-term, so you can find the one that's right for you. We offer a range of insurance options, from short-term to long-term, so you can find the one that's right for you.

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Luxury car specialists

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Self-drive on a touring holiday in Spain

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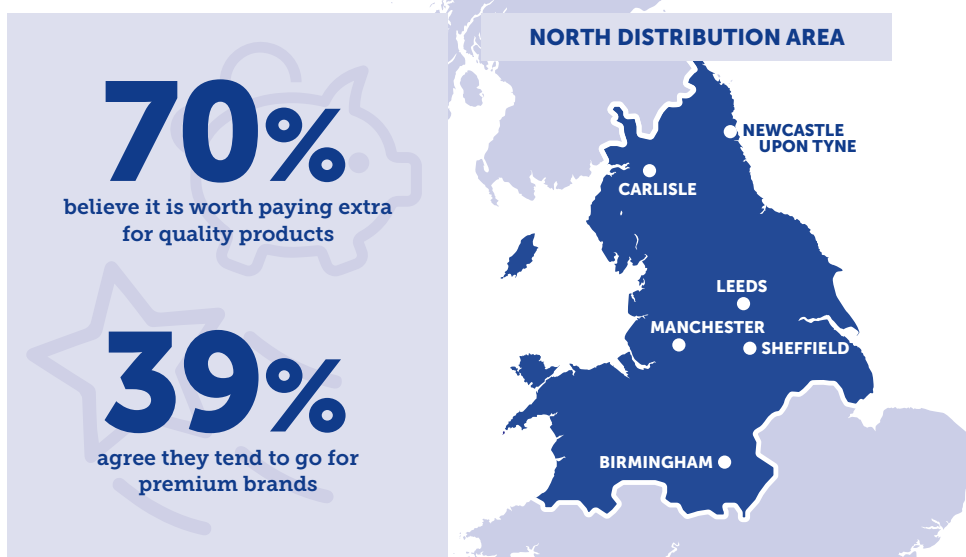
Need an MOT or repairs for your car? Look no further...

At MARCHER COFF, we know that car leasing is a great way to get the most out of your car. We offer a range of leasing options, from short-term to long-term, so you can find the one that's right for you. We offer a range of leasing options, from short-term to long-term, so you can find the one that's right for you.

Find your perfect classic car at auction

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RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

- 163,240 copies of The Times distributed in the North edition on a Saturday
- 369,000 average Saturday readership
- North distribution area

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

AB	64%
C1	25%
C2	7%
DE	5%

AGE

15-35	27%
35+	73%

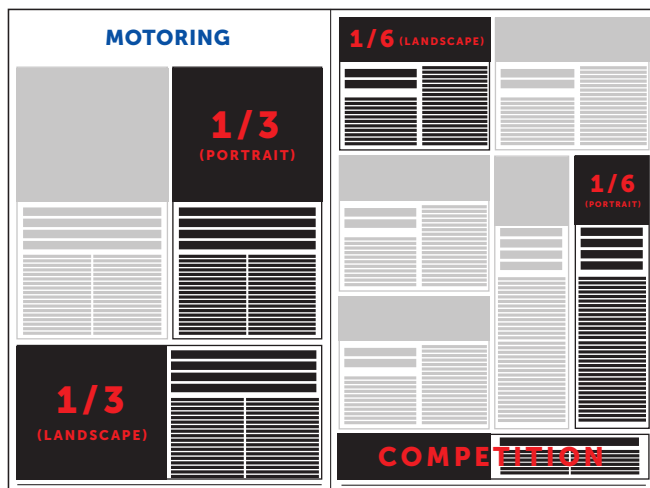
GENDER

M	55.7%
F	44.3%

*All facts and figures from ABC or Newsworks

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: 132 x 183.6 mm

Headline	Written in-house
Main body copy	200-300 words
Contact	Website, phone number
Images	1-3 high resolution images*

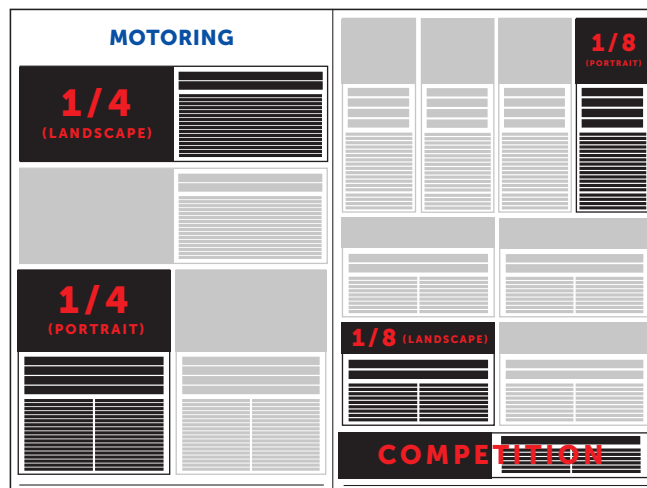
SIXTH PAGE

Landscape: 132 x 89.7 mm
Portrait: 64 x 183.6 mm

Headline	Written in-house
Main body copy	120-150 words
Contact	Website, phone number
Images	1 high resolution image*

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 268 x 66.25 mm
Portrait: 132 x 136.6 mm

Headline	Written in-house
Main body copy	160-250 words
Contact	Website, phone number
Images	1-2 high resolution images*

EIGHTH PAGE

Landscape: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

Headline	Written in-house
Main body copy	60-90 words
Contact	Website, phone number
Images	1 high resolution image*

COMPETITION: 268 x 41.35 mm

Headline	Written in-house	Main body copy	50-70 words
Prize	Prize and value		

Contact	Website, phone number	Images	1-3 high resolution images*
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SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- We can not use images from a client website as these are too low resolution to print

We cannot guarantee the quality of the final print for images supplied outside of these specifications. Colour variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format

FILE TRANSFER

Files less than 8Mb can be emailed directly to production@hurstmediacompany.co.uk

For larger files please send to production@hurstmediacompany.co.uk via wetransfer.com. Please clarify in your message your company name, publication and on sale date as per your booking.

DESIGN PROCESS

Once all material is submitted according to specification, **Hurst Media Company** will layout your advertorial slot within the house style of the publication. Layouts may vary depending on images and/or text supplied.

Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval
- The client will have the option of two rounds of amendments before final approval is required
- The final third PDF is for fact checking/approval/records only As such please ensure any amendments are clear and concise
- Approval is required within 48 hours

Bespoke advertorials (in which Hurst Media Company 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 use subject to editorial discretion and may vary depending quality, size and layout.
Full pages: 2-5 used; half pages and smaller, may use just one image.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

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