

THE SOUTH EDITION

PUBLISHED WITH THE  TIMES ON SATURDAY 18TH MAY 2019



Motoring: The South Edition is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the *Saturday Times*.

Thanks to first-rate content by the some of the most respected motoring journalists, *The Times* is the perfect vehicle for showcasing *Motoring: The South Edition*, which will serve as an essential guide for readers to discover more about the glamorous world of cars.

It will present a high-quality selection of products and services to benefit driving enthusiasts, ranging from classic car auctions, dealerships, car insurance and leasing options, mechanics and paint jobs, as well as car holidays and days out.

With *Times* readers over three times more likely to spend £20,000 or more on a car, *Motoring: The South 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.

PARTICULARLY CONSIDERING

- 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

ADVERTISEMENT

Motoring

THE SOUTH EDITION

Dynamic features make the BMW built for adventure

FUEL-EFFICIENT You'll get the most out of your BMW 1 Series with its fuel economy. The 1 Series is the most fuel-efficient car in its class, with a 24 mpg city/34 mpg highway/38 mpg combined. The 1 Series is also the most fuel-efficient car in its class, with a 24 mpg city/34 mpg highway/38 mpg combined. The 1 Series is also the most fuel-efficient car in its class, with a 24 mpg city/34 mpg highway/38 mpg combined.

ADAPTIVE DRIVE The BMW 1 Series is built for adventure. It's the only car in its class that can handle any road, from city streets to winding mountain roads. The 1 Series is built for adventure. It's the only car in its class that can handle any road, from city streets to winding mountain roads.

Sleek styling and fine craftsmanship, only in a Bentley

EXCEPTIONAL CRAFTSMANSHIP The Bentley Continental GT is a masterpiece of engineering and design. It's the only car in its class that can handle any road, from city streets to winding mountain roads. The Continental GT is built for adventure. It's the only car in its class that can handle any road, from city streets to winding mountain roads.

Get your heart racing in the new model Jaguar

EXCEPTIONAL CRAFTSMANSHIP The Jaguar XE is a masterpiece of engineering and design. It's the only car in its class that can handle any road, from city streets to winding mountain roads. The XE is built for adventure. It's the only car in its class that can handle any road, from city streets to winding mountain roads.

Dynamic features make the BMW built for adventure

Mercedes is the brand shaping tomorrow's mobility

EXCEPTIONAL CRAFTSMANSHIP The Mercedes-Benz S-Class is a masterpiece of engineering and design. It's the only car in its class that can handle any road, from city streets to winding mountain roads. The S-Class is built for adventure. It's the only car in its class that can handle any road, from city streets to winding mountain roads.

The best insurance deals

EXCEPTIONAL CRAFTSMANSHIP The best insurance deals are available from the best insurance companies. It's the only car in its class that can handle any road, from city streets to winding mountain roads. The best insurance deals are available from the best insurance companies.

Dynamic features make the BMW built for adventure

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

EXCEPTIONAL CRAFTSMANSHIP The best car services are available from the best car service companies. It's the only car in its class that can handle any road, from city streets to winding mountain roads. The best car services are available from the best car service companies.

Luxury car specialists for long motorists

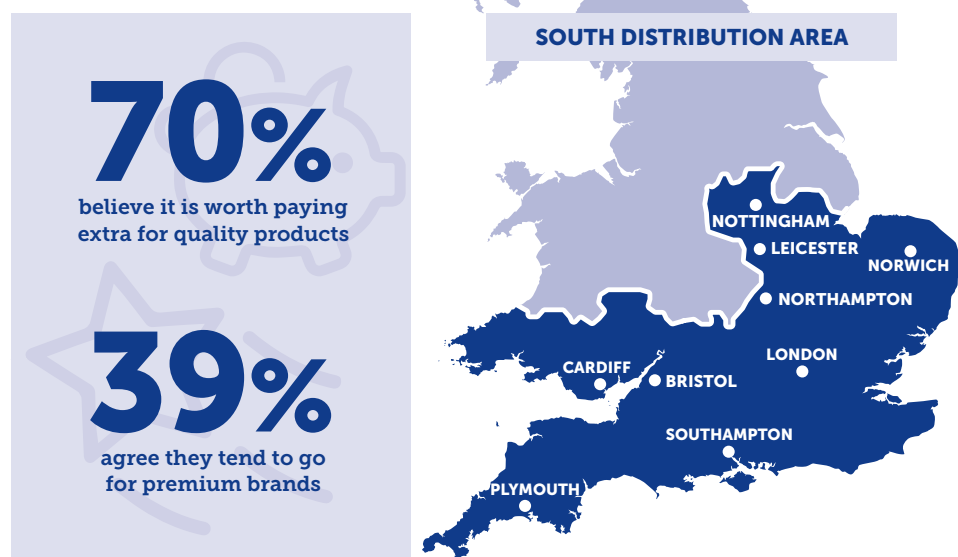
EXCEPTIONAL CRAFTSMANSHIP The best luxury car specialists are available from the best luxury car specialist companies. It's the only car in its class that can handle any road, from city streets to winding mountain roads. The best luxury car specialists are available from the best luxury car specialist companies.

Dynamic features make the BMW built for adventure

Find your perfect classic car at auction

EXCEPTIONAL CRAFTSMANSHIP The best classic cars are available from the best classic car auction companies. It's the only car in its class that can handle any road, from city streets to winding mountain roads. The best classic cars are available from the best classic car auction companies.

Small text at the bottom of the page containing legal disclaimers and contact information.



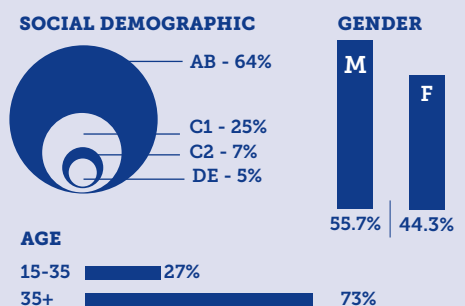
RATE CARD

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

DISTRIBUTION

- 419,760 copies of The Times distributed in the South edition on a Saturday
- 950,000 average Saturday readership
- South distribution area

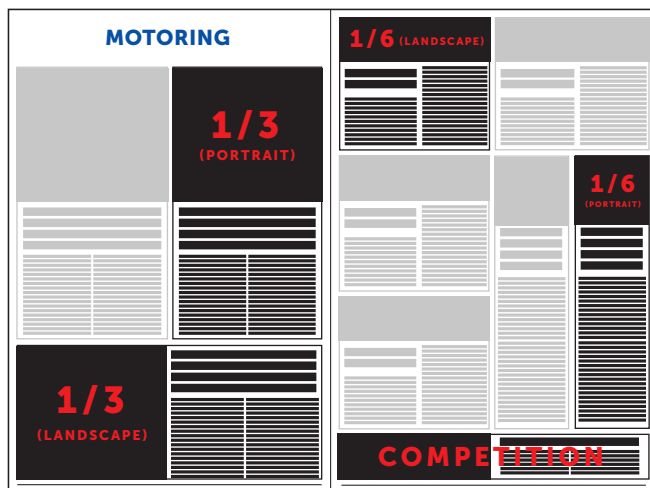
DEMOGRAPHICS



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	Headline	Written in-house
Main body copy	200-300 words	Main body copy	120-150 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-3 high resolution images*	Images	1 high resolution image*

SIXTH PAGE

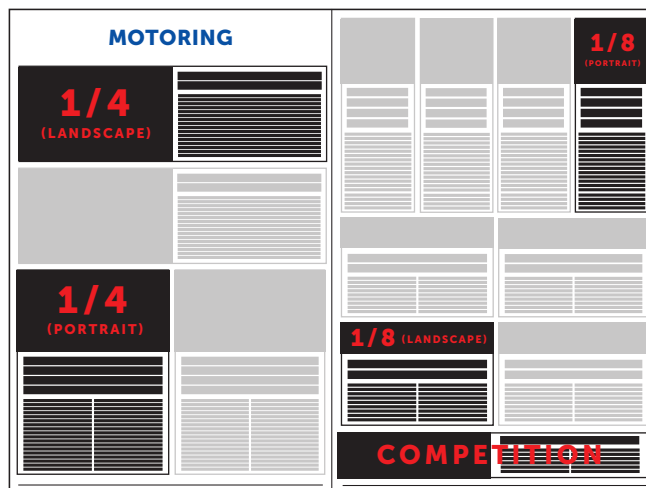
Landscape: 132 x 89.7 mm
Portrait: 64 x 183.6 mm

COMPETITION: 268 x 41.35 mm

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

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	Headline	Written in-house
Main body copy	160-250 words	Main body copy	60-90 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

EIGHTH PAGE

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

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.

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

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

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk

