

# Motoring

THE SOUTH EDITION

PUBLISHED WITH THE TIMES ON SATURDAY 9TH MARCH 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

### Motoring

THE SOUTH EDITION

**Dynamic features make the BMW built for adventure**

PRO BATTLE VOLVOES go on to be the most popular car in the new model of Jaguar. The car is built for adventure, with a range of features that make it a great choice for those who want to explore the world. The car is built for adventure, with a range of features that make it a great choice for those who want to explore the world.

### Get your heart racing in the new model of Jaguar

AL MANSOURI CO. is a leading car dealership in the South East. We have a range of cars for sale, including the new model of Jaguar. The car is built for adventure, with a range of features that make it a great choice for those who want to explore the world.

### Car leasing offers that you can't refuse

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### The best insurance deals

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### Luxury car specialists for keen motorists

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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.

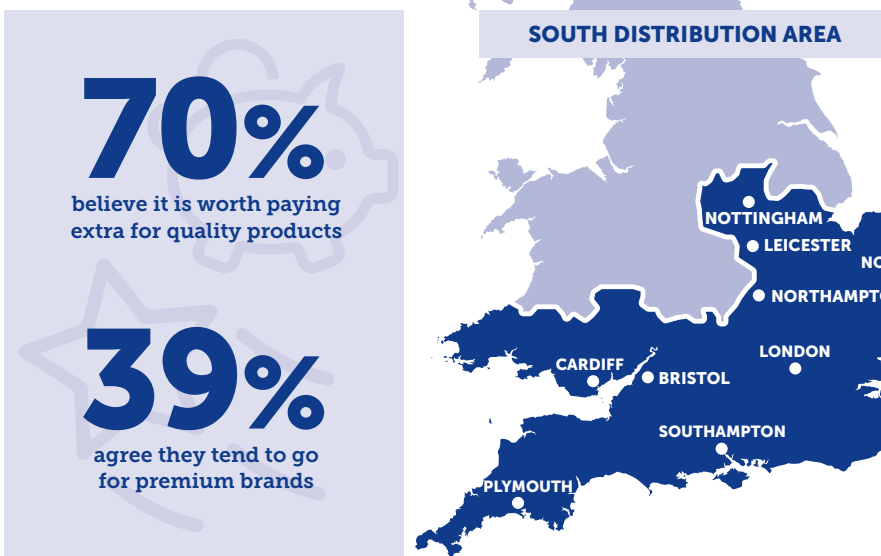
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### Find your perfect classic car at auction

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### We've teamed up with Jaguar to offer one lucky reader the chance to win a new car worth £30,000

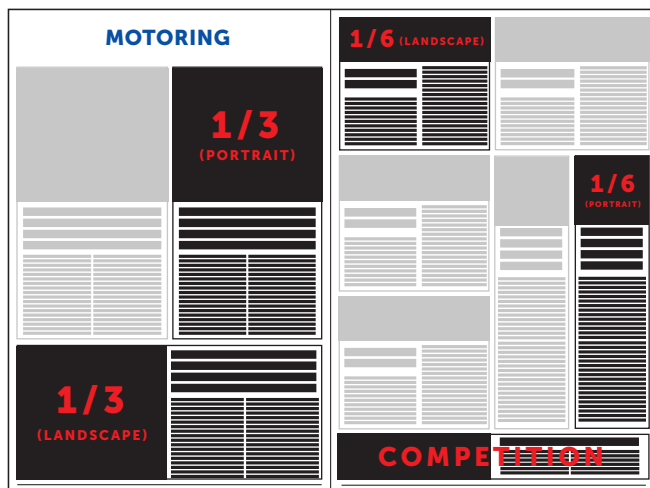
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RATE CARD	DISTRIBUTION	DEMOGRAPHICS
<p>Third page <b>£6,000</b></p> <p>Quarter page <b>£4,500</b></p> <p>Sixth page <b>£3,250</b></p> <p>Competition Partnership (Advertorial or Advert) <b>P.O.A</b></p>	<ul style="list-style-type: none"> <li>• 419,760 copies of The Times distributed in the South edition on a Saturday</li> <li>• 950,000 average Saturday readership</li> <li>• South distribution area</li> </ul>	<p><b>SOCIAL DEMOGRAPHIC</b></p> <p>AB - 64%</p> <p>C1 - 25%</p> <p>C2 - 7%</p> <p>DE - 5%</p> <p><b>AGE</b></p> <p>15-35 27%</p> <p>35+ 73%</p> <p><b>GENDER</b></p> <p>M 55.7%</p> <p>F 44.3%</p>

## 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

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

### SIXTH PAGE

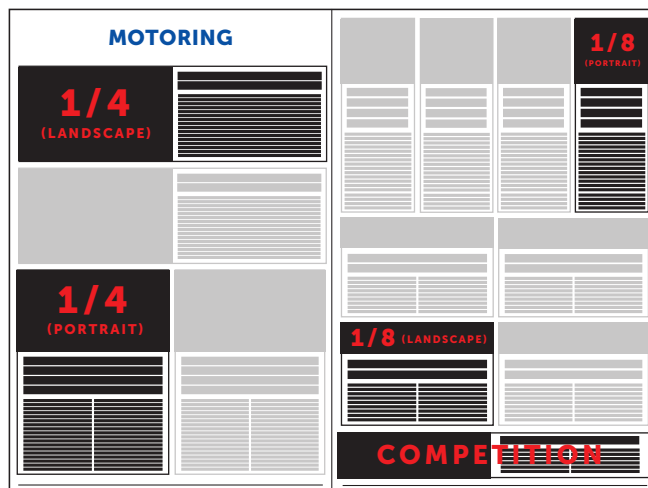
Landscape: 132 x 89.7 mm  
Portrait: 64 x 183.6 mm

### COMPETITION: 268 x 41.35 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words
<b>Prize</b>	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

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

### EIGHTH PAGE

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

<b>Contact</b>	Website, phone number	<b>Images</b>	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](mailto:production@hurstmediacompany.co.uk)

For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](mailto: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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