

The North Edition

THE SATURDAY TIMES
FREE INSIDE 64-PAGE GUIDE
2018 WORLD CUP
 A handy pocket guide to the 2018 World Cup in Russia
Trump turns up the heat as G7 splits over Russia
 US and UK: American and British leaders face

Weekend
 Includes top travelling spots
The great wild swimming guide
 From the North to the South
 From a beach to a lake
 From a river to a pond
 From a stream to a reservoir

Surregacy and the
 ...in the plan to ...
 ...in the plan to ...

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.

- *The Times* is read for an average of 76 minutes on a Saturday
- *The Times* reaches 938,000 readers within the affluent ABC1 demographic
- Three in five readers plan to buy a new vehicle in the next 12 months
- *The Times* readers are 25% more likely to mention ads when they talk about brands

ADVERTISEMENT

Motoring

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

The best abroad driving experiences for car lovers

ALL MOTORISTS dream of taking a complete holiday abroad and one of the best ways to do this is by taking a driving holiday. There are many destinations to choose from, each offering a different driving experience. Here are some of the best places to go for a driving holiday.

One of the best ways to travel abroad is by car. It gives you the freedom to explore at your own pace and see the sights as you go. There are many destinations to choose from, each offering a different driving experience. Here are some of the best places to go for a driving holiday.

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0800 0 100 100
www.britaincarhire.co.uk

The finest dealerships in London for car enthusiasts

THE NEW YORKER is a car dealership that has been in business for over 50 years. It is one of the best places to go for a car in London. The dealership has a large selection of cars for sale, including classic cars and modern cars. It is a great place to go for a car in London.

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www.britaincarhire.co.uk

Find the perfect car to suit your motoring needs

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Keep your car roadworthy and your bills in check

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www.britaincarhire.co.uk

The best insurance deals

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0800 0 100 100
www.britaincarhire.co.uk

Car leasing offers that you can't refuse

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www.britaincarhire.co.uk

Luxury car specialists for keen motorists

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www.britaincarhire.co.uk

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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70%

**believe it is worth paying
extra for quality products**

39%

agree they tend to go for premium brands

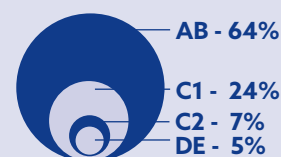
North Distribution Area



• Third page	£6,000
• Quarter page	£4,500
• Sixth Page	£3,250
• Eighth page	£2,500
• Competition Partnership (Advertorial or Advert)	P.O.A

- **163,240 copies of The Times distributed in the North edition on a Saturday**
- **1,320,000 average Saturday readership**
- **Distributed UK wide**

SOCIAL DEMOGRAPHIC

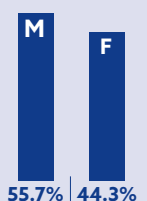


AGE

15-35 27%

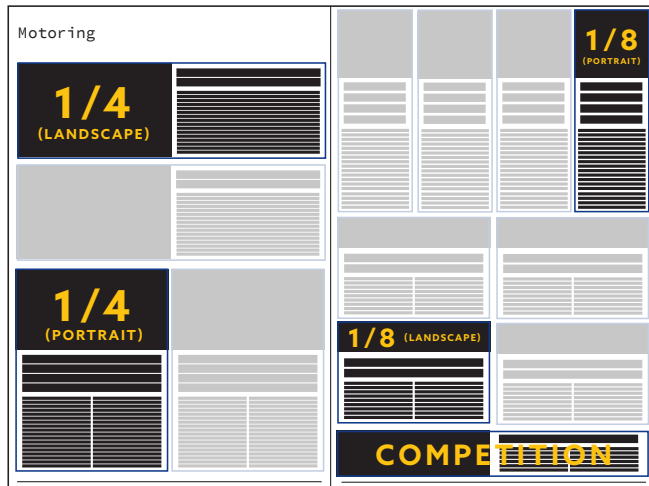
35+ 27%

GENDER



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape - 269x66mm
Portrait - 133x136mm

EIGHTH PAGE

Landscape - 133x66mm
Portrait - 64x136mm

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

SUPPLYING CONTENT

NAMING FILES

Content should be supplied clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg.T_M0918_YOURCLIENTNAME.pdf

IMAGE SPECIFICATIONS*

- All images are high resolution (at least 300dpi) & CMYK colour.
- CMYK JPEGS
- 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. Colours 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:
jennifer@hurstmediacompany.co.uk

For larger files please call the Production Department on:
+44 (0) 20 478 6016

CONTACT DETAILS

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hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

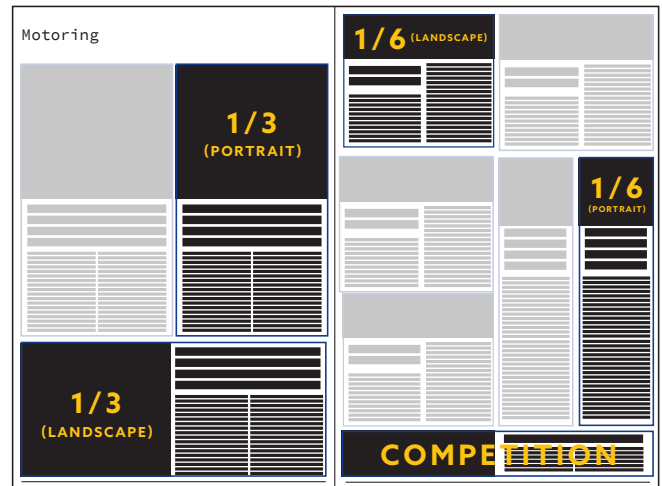
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

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

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape - 269x89mm
Portrait - 133x182mm

SIXTH PAGE

Landscape - 133x90mm
Portrait - 64x182mm

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

COMPETITION 269x42mm

Headline	Written in house	Contact	Website, Phone number
Prize	Prize and value	Images	1 - 3 high resolution images*
Main body copy	50 - 70 words		

SUPPLYING CONTENT

DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout/design 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 sets of amendments before final approval.
- 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 provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Please note that all bookings are made subject to our terms and conditions of advertising, which are available by [clicking here](#).

* 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

