

Motoring

The North Edition



Published with **THE TIMES** Saturday 29th September 2018

Motoring: The North 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 North 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 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.

Particularly Considering

- *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

Motoring

Discover more about the world of motoring with our pick of the top-of-the-range vehicles that are taking the world by storm

Get your heart racing in the new model of Jaguar

The new Jaguar XE is a true masterpiece of engineering and design. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

Dynamic features make the BMW built for adventure

The new BMW X3 is a car that's built for adventure. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

Subtle styling and fine craftsmanship, only in a Bentley

The new Bentley Continental GT is a car that's built for luxury. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

Mercedes is the brand shaping tomorrow's mobility

The new Mercedes EQ is a car that's built for the future. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

The Rolls Royce classic has a modern revival

The new Rolls Royce Phantom is a car that's built for luxury. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

A bold new look and fresh design from Audi

The new Audi A8 is a car that's built for luxury. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

Master the road in a state-of-the-art Maserati

The new Maserati GranTurismo is a car that's built for luxury. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

Iconic luxury in an Aston Martin with new features

The new Aston Martin DB11 is a car that's built for luxury. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

Sleek new convertible in the Ford Mustang range

The new Ford Mustang is a car that's built for luxury. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

Stand out and go far in the new Ferrari model

The new Ferrari 488 is a car that's built for luxury. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

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

The new Jaguar XE is a car that's built for luxury. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants a car that's as exciting as it is elegant.

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

North Distribution Area



RATE CARD

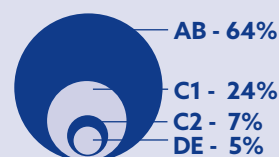
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

- 163,240 copies of *The Times* distributed in the North edition on a Saturday
- 369,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS

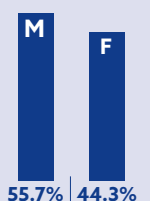
SOCIAL DEMOGRAPHIC



AGE

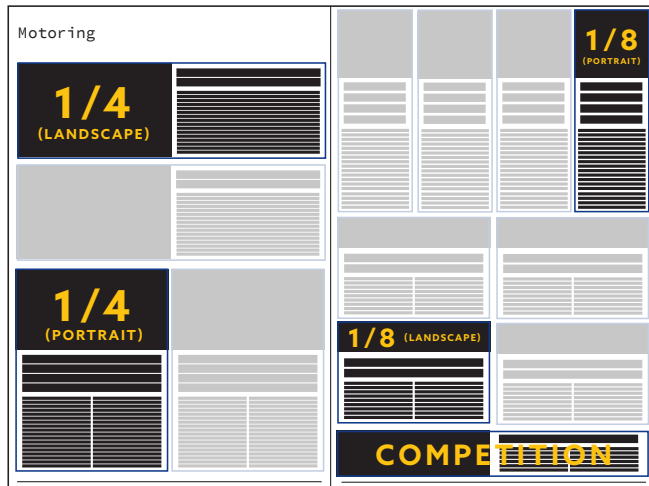


GENDER



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

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

MEDIA SALES

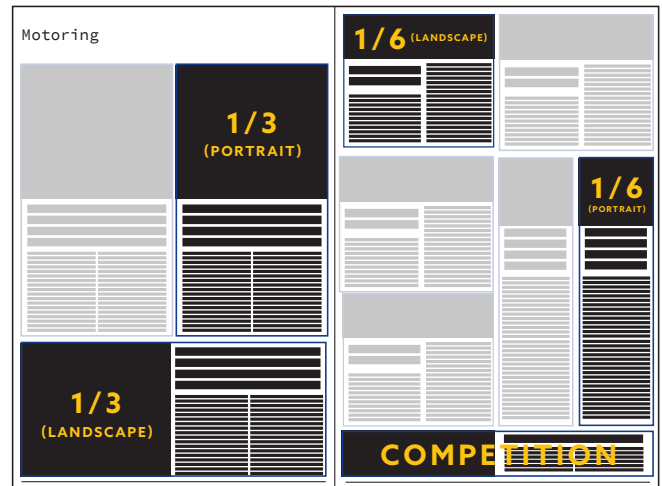
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

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*

COMPETION 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

