

# Motoring

The North Edition



Published with **THE TIMES** Saturday 29<sup>th</sup> 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 Jaguar XE is a true masterpiece of engineering, combining the best of British and American design. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

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

The BMW X3 is a car that's built for adventure. It's a car that's designed to take you to the edge of the world, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

**Subtle styling and fine craftsmanship, only in a Bentley**

The Bentley Continental GT is a car that's built for luxury. It's a car that's designed to take you to the edge of the world, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

**Mercedes is the brand shaping tomorrow's mobility**

The Mercedes EQ is a car that's built for the future. It's a car that's designed to take you to the edge of the world, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

**The Rolls Royce classic has a modern revival**

The Rolls Royce Phantom is a car that's built for luxury. It's a car that's designed to take you to the edge of the world, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

**A bold new look and fresh design from Audi**

The Audi A8 is a car that's built for luxury. It's a car that's designed to take you to the edge of the world, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

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

The Maserati GranTurismo is a car that's built for luxury. It's a car that's designed to take you to the edge of the world, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

**Iconic luxury in an Aston Martin with new features**

The Aston Martin DB11 is a car that's built for luxury. It's a car that's designed to take you to the edge of the world, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

**Sleek new convertible in the Ford Mustang range**

The Ford Mustang is a car that's built for luxury. It's a car that's designed to take you to the edge of the world, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

**Stand out and go far in the new Ferrari model**

The Ferrari 488 is a car that's built for luxury. It's a car that's designed to take you to the edge of the world, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

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

The Jaguar XE is a car that's built for luxury. It's a car that's designed to take you to the edge of the world, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

North Distribution Area



## RATE CARD

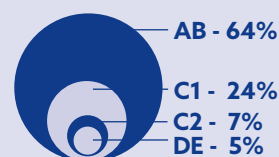
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**  
(Advertorial or Advert)

## DISTRIBUTION

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

## DEMOGRAPHICS

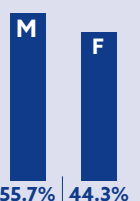
### SOCIAL DEMOGRAPHIC



### AGE

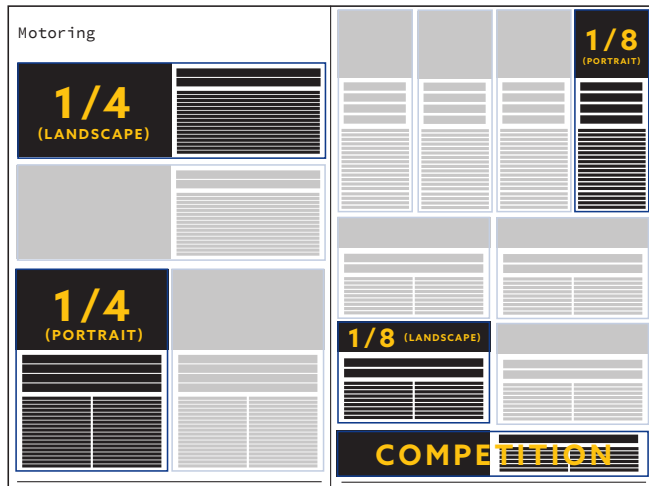


### GENDER



## 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

|                       |                                             |                       |                                           |
|-----------------------|---------------------------------------------|-----------------------|-------------------------------------------|
| <b>Headline</b>       | Written in house                            | <b>Headline</b>       | Written in house                          |
| <b>Main body copy</b> | 160 - 250 words supplied in a word document | <b>Main body copy</b> | 60 - 90 words supplied in a word document |
| <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*                  |

## 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](mailto: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](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

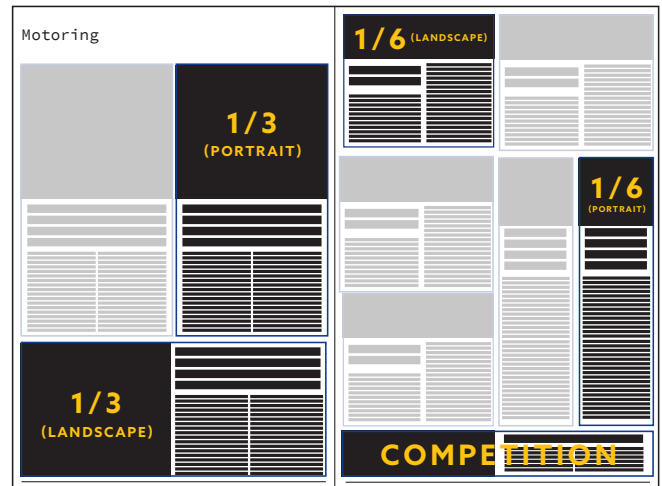
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[jennifer@hurstmediacompany.co.uk](mailto: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

|                       |                                             |                       |                                             |
|-----------------------|---------------------------------------------|-----------------------|---------------------------------------------|
| <b>Headline</b>       | Written in house                            | <b>Headline</b>       | Written in house                            |
| <b>Main body copy</b> | 200 - 300 words supplied in a word document | <b>Main body copy</b> | 120 - 150 words supplied in a word document |
| <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*                    |

### COMPETITION 269x42mm

|                       |                  |                |                               |
|-----------------------|------------------|----------------|-------------------------------|
| <b>Headline</b>       | Written in house | <b>Contact</b> | Website, Phone number         |
| <b>Prize</b>          | Prize and value  | <b>Images</b>  | 1 - 3 high resolution images* |
| <b>Main body copy</b> | 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

