# Motoring



#### The South Edition

## Published with THE TIMES Saturday 29th September 2018

**Motoring: The South Edition** is a fullcolour, 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 glamourous 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.



believe it is worth paying agree they tend to go for extra for quality products premium brands

## **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

## South **Distribution** Area

**DEMOGRAPHICS** 

#### RATE CARD

£6,000 Third page

£4,500 Quarter page

£3,250 Sixth Page

£2,500

Eighth page

P.O.A

 Competition **Partnership** (Advertorial or Advert)

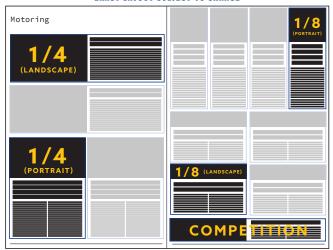
## DISTRIBUTION

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

### **GENDER SOCIAL DEMOGRAPHIC AB - 64%** C1 - 24% **AGE** 15-35<sub>1</sub> **27% 173**%

#### 1/4, 1/8 FEATURE REQUIREMENTS

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



#### QUARTER PAGE Landscape - 269x66m Portrait - 133x136mm

#### EIGHTH PAGE Landscape - 133x66mm Portrait - 64x136mm

Headline Headline Written in house Written in house 160 - 250 words supplied Main body copy 60 - 90 words supplied Main body copy in a word document in a word document Contact Contact Website, Phone number Website, Phone number Images 1 - 2 high resolution **Images** 1 high resolution image<sup>3</sup> images

#### 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 resoltion 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
- $\bullet$  Avoid supplying in PDF format.

#### FILE TRANSFER

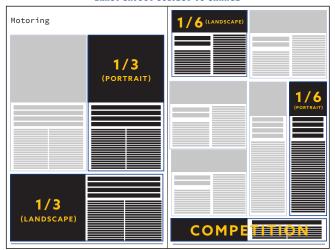
Files less than 8Mb can be emailed directly to: jennifer@hurstmediacompany.co.uk

For larger files please call the Production Department on:

+44 (0) 20 478 6016

#### 1/3, 1/6 FEATURE REQUIREMENTS

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



#### Landscape - 269x89mm Portrait - 133x182mm Landscape - 133x90mm Portrait - 64x182mm Headline Headline Written in house Written in house 200 - 300 words supplied Main body copy 120 - 150 words supplied Main body copy in a word document in a word document Contact Contact Website, Phone number Website, Phone number **Images** 1 - 3 high resolution **Images** 1 high resolution image\* images

SIXTH PAGE

#### COMPETION 269x42mm

GOMITE 11010 207X4211111			
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**

THIRD PAGE

Once all material is submitted according to specifiction, 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.
- $\bullet$  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 <u>clicking here</u>.

- \* 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.
- $\dagger$  Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

#### **CONTACT DETAILS**

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#### PRODUCTION DEPT.

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

