

THE  TIMES  
THE SUNDAY TIMES

# Newsletters



# Daily Briefing

**Summary:** Our flagship newsletter featuring our top stories and analysis, delivered every morning

## Statistics

- Type: Bespoke written
- Send count: 669,477
- Open rate: 57%
- Send schedule: Monday-Saturday, 6am
- Sponsorship cost: £7,000 gross  
\*Not ad served. Sponsorship includes editorially served banner at top of newsletter

## Daily Briefing



**In pictures** President Biden was joined by the previous two Democratic presidents, Barack Obama and Bill Clinton, at a memorial service for Ethel Kennedy, the widow of Robert F Kennedy, who died on October 10 at 96. JIM LOSCALZO/THE MEGA AGENCY



**Henry Bird**  
Editor, Daily Briefing

**Good morning. Today we're covering the killing of the Hamas leader Yahya Sinwar, fears over welfare cuts and North Korean troops in Ukraine. Here are the headlines.**

### Top stories

1. Binyamin Netanyahu praised the killing of Yahya Sinwar but [vowed to continue the war in Gaza](#), as



### A CLOSER LOOK

#### Three PMs in three months

A bungled mini-budget, a chaotic episode in the House of Commons, and the loss of party confidence – there was [no way back](#) for Liz Truss. So begins the race to find a new leader. Boris Johnson, Rishi Sunak and Penny Mordaunt are said to be the three most likely contenders, but each would need 100 MP backers to stand. As the minister Robert Jenrick said: "If we get this wrong, the country will face a very serious period of further instability and the Conservative Party will lose the next general election, potentially cease to exist."

Conservative party members were asked: Who would you most like to take over if Liz Truss resigned?

# Books

**Summary:** The latest literary news, reviews and suggested reads from our editors, every Friday

## Statistics

- Type: Bespoke written
- Send count: 64,190
- Open rate: 63.8%
- Send schedule: Fridays, 6pm
- Sponsorship cost: £6,400 gross

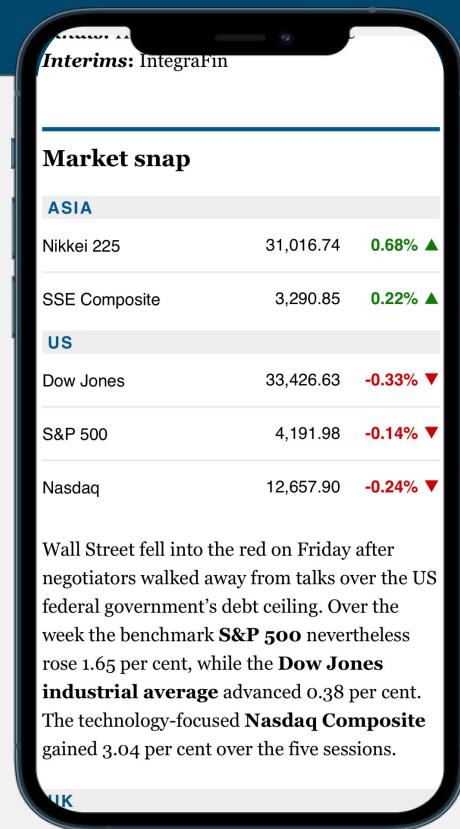
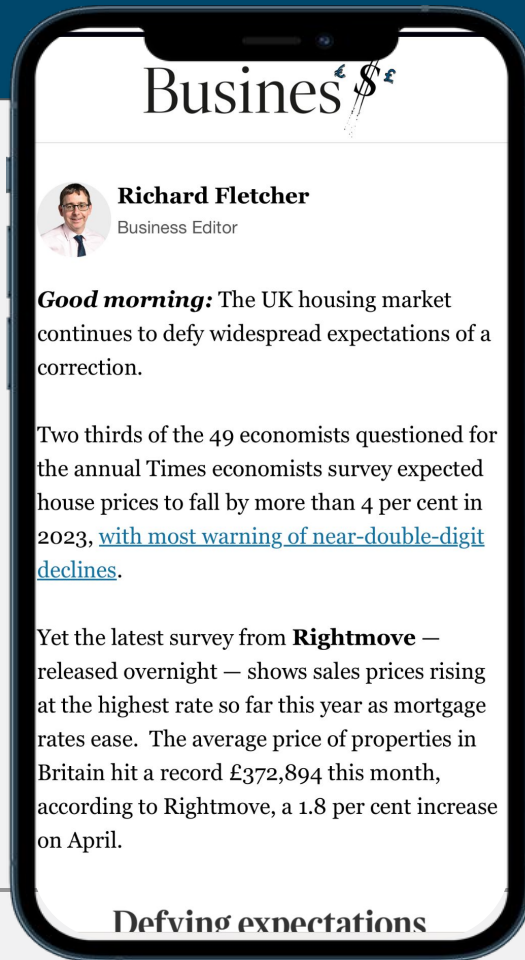


# Business Briefing

**Summary:** Morning and midday updates on financial and economic news from our award-winning business team

## Statistics

- Type: Bespoke written
- Send count: 71,291
- Open rate: 63.4%
- Send schedule: Daily Mon-Fri and Sunday, 8am and 1pm
- Sponsorship cost: £7,000 gross



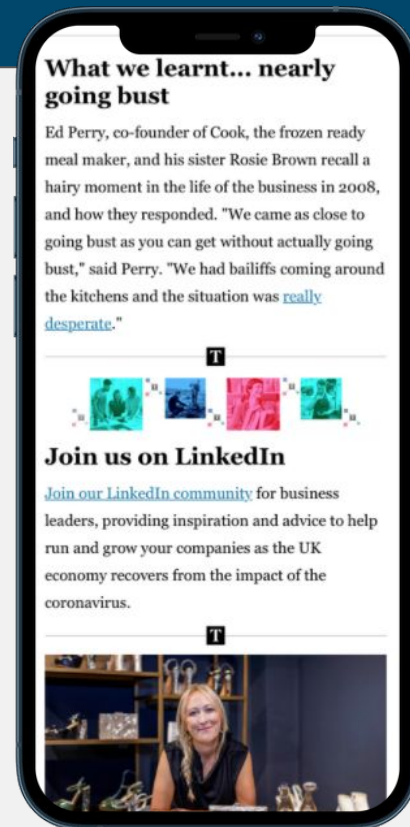
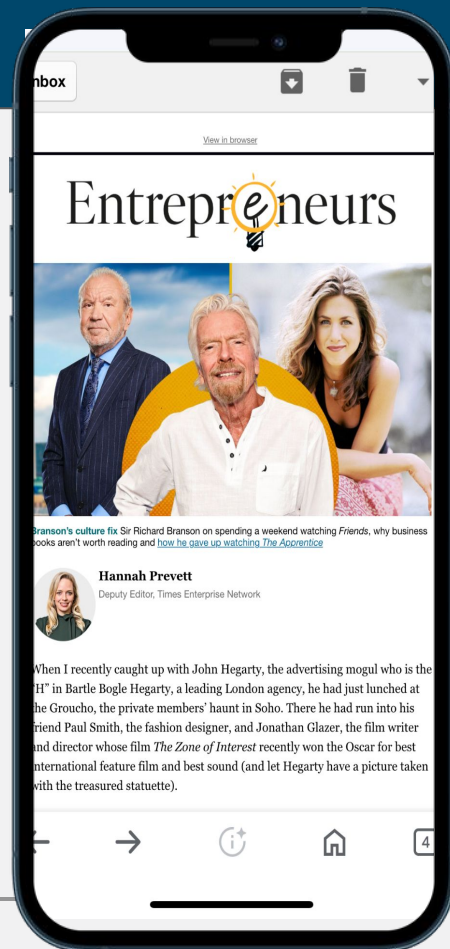


# Entrepreneurs

**Summary:** Get the Times Entrepreneurs briefing, with advice and inspiration for entrepreneurs, every Wednesday

## Statistics

- Type: Link aggregated
- Send count: 10,260
- Open rate: 59%
- Send schedule: Thursdays, 8am
- Sponsorship cost: £1,000 gross

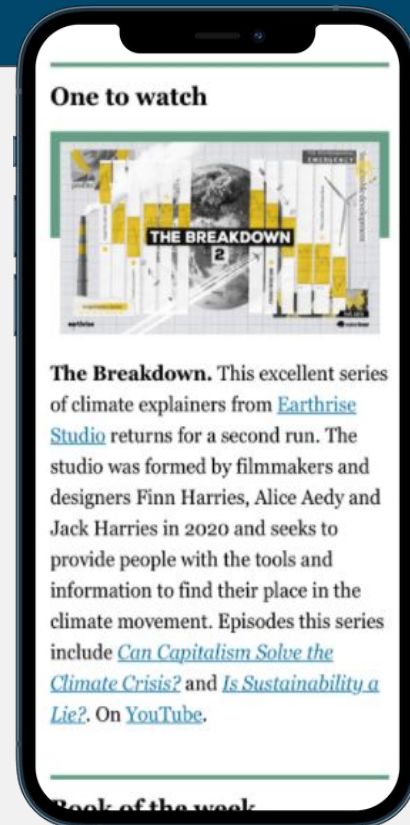
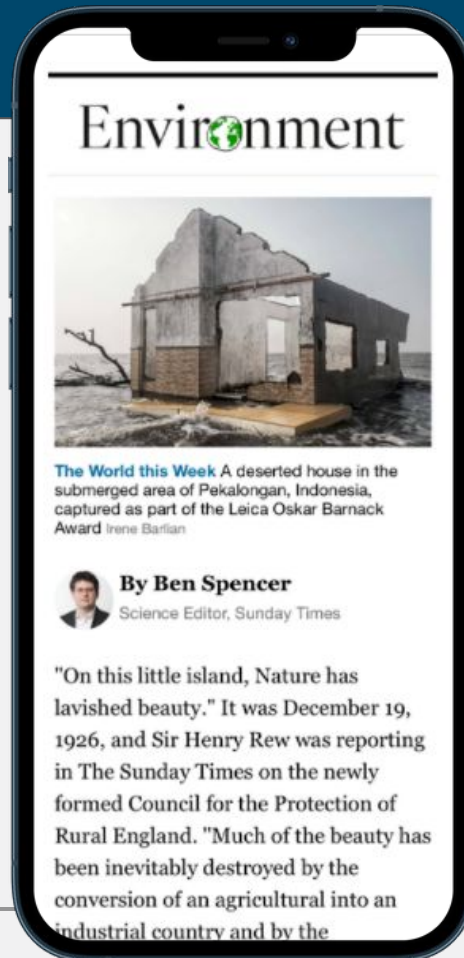


# Environment

**Summary:** The biggest environmental stories from around the world, every Tuesday

## Statistics

- Type: Bespoke written
- Send count: 30,791
- Open rate: 60.6%
- Send schedule: Tuesdays, 7am
- Sponsorship cost: £3,100 gross

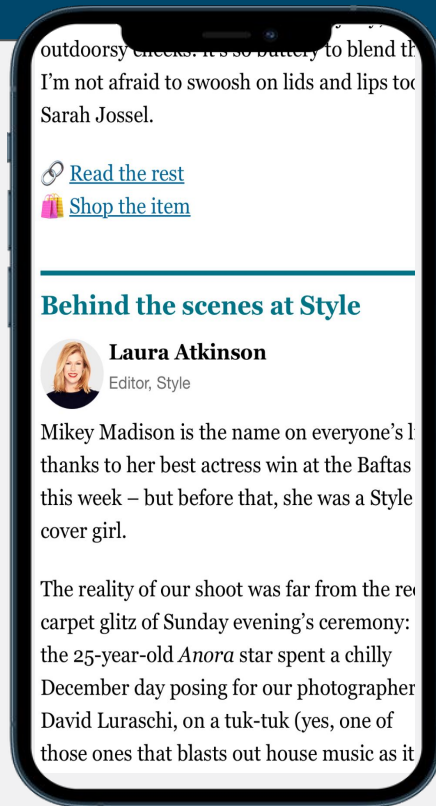


# Fashion

**Summary:** Look good and feel great with the latest fashion/beauty tips and shopping trends, every Thursday

## Statistics

- Type: Bespoke written
- Send count: 39,088
- Open rate: 66.3%
- Send schedule: Thursdays, 12pm
- Sponsorship cost: £4,000 gross  
\*Not ad served. Newsletter sponsorship includes 2x display units and 2 x integrated editorial units (subject to editorial approval).

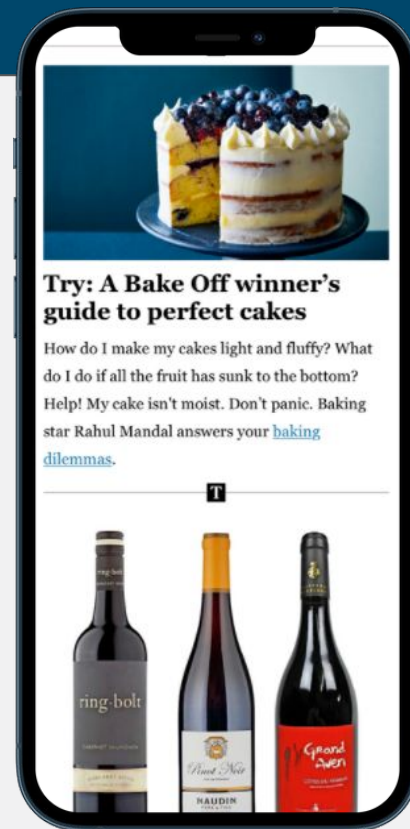


# Food and Drink

**Summary:** Never go hungry again with exclusive recipes, restaurant reviews and great deals, every Saturday

## Statistics

- Type: Link aggregated
- Send count: 52,172
- Open rate: 62.3%
- Send schedule: Saturdays, 8am
- Sponsorship cost: £5,200 gross

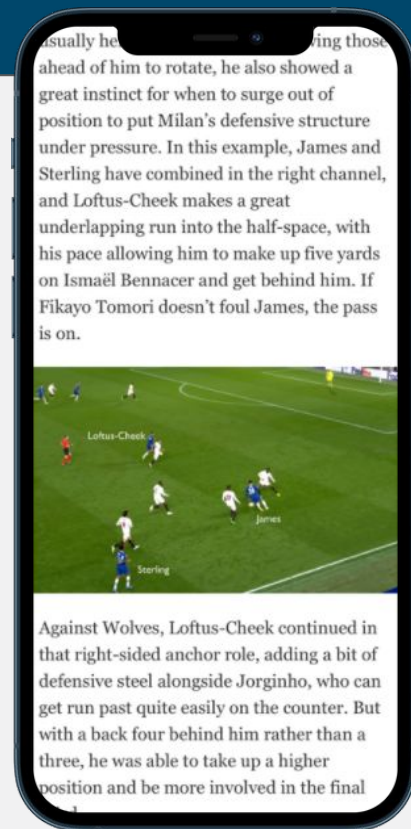
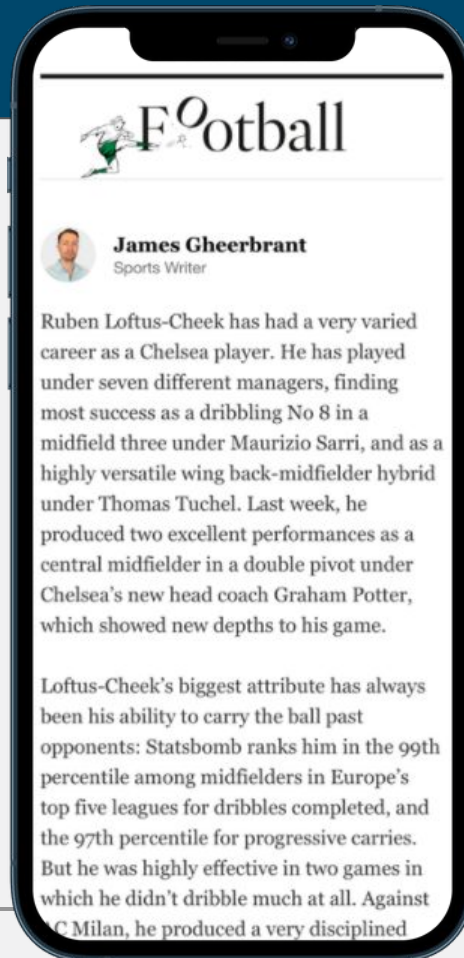


# Football

**Summary:** Expert news, analysis and opinion from James Gheerbrant, every Monday

## Statistics

- Type: Bespoke written
- Send count: 30,794
- Open rate: 59.4%
- Send schedule: Mondays, 5pm
- Sponsorship cost: £3,100 gross



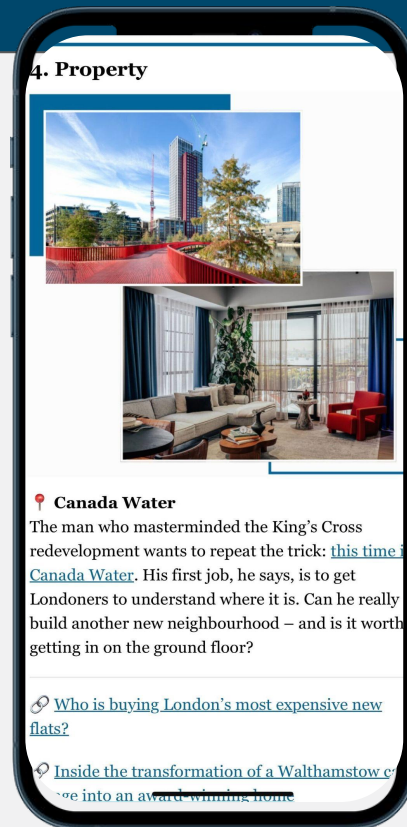
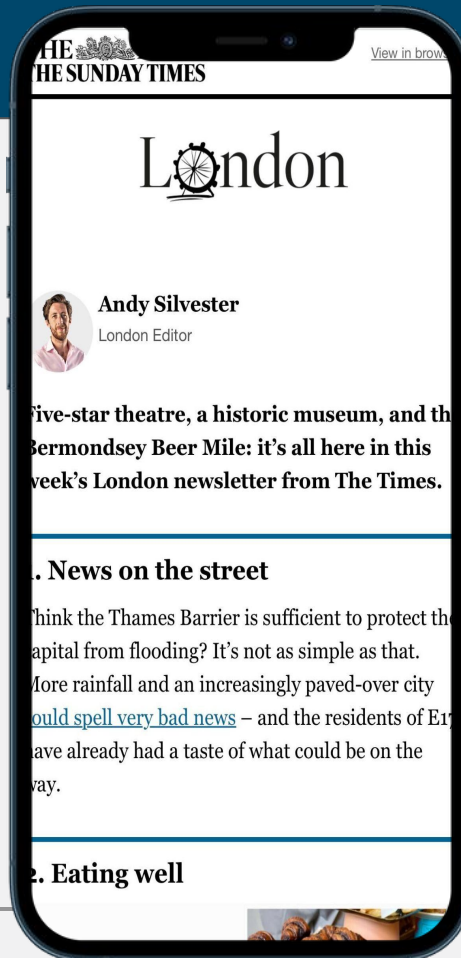


# London

**Summary:** The essential guide to London - curated, trusted, unmissable. From the best places in London for a cocktail, to borough guides and culture recommendations.

## Statistics

- Seasonal newsletter, free
- Send count: 8,882
- Open rate: 77.9%
- Send schedule: Wednesdays, 12pm
- Sponsorship cost: £1,000





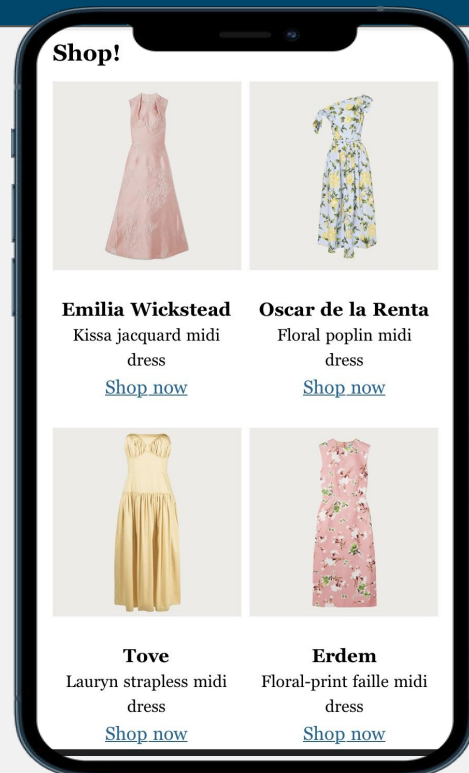
# Luxury

**Summary:** Times Luxury's monthly newsletter offers an exclusive insight into our specialists' latest passions.

## Statistics

- Type: Bespoke written
- Current send count: 39,622
- Open rate: 69.2%
- Send schedule: Monthly, last Thursday of the month (2x4000 monthly from Jan)

- Sponsorship cost: POA  
\*Not ad served. Newsletter sponsorship includes 2 x display units and 2 x integrated editorial units (subject to editorial approval).



# Money

**Summary:** Personal finance and investment news from our money experts, every Monday

## Statistics

- Type: Bespoke written
- Send count: 58,084
- Open rate: 62.2%
- Send schedule: Mondays, 11am
- Sponsorship cost: £5,800 gross

## Money



**Question of money** Mum's home flooded – Hastings made her wait months for £71k payout [ROB MURRAY](#)



**Frederica Miller**  
Money Reporter

The autumn budget is just over two weeks away and with the chancellor poised to make “painful” decisions, time is running out for you to prepare your family finances for any potential tax rises.

Rachel Reeves is widely believed to be considering a capital gains tax hike in an effort to secure the extra £10 billion that the Institute for Fiscal Studies, a

## Chart of the week: The youth vote

Vote share in the 2024 general election by age

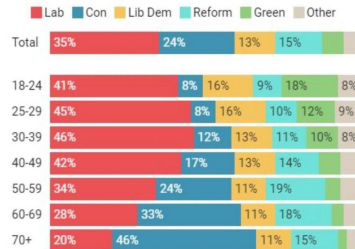


Chart: The Times and The Sunday Times • Source: YouGov

## The big read: Why are investment firms paying next to nothing on your cash?



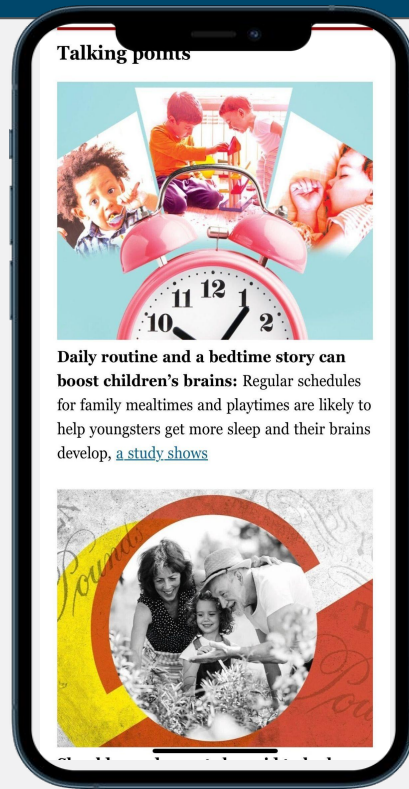
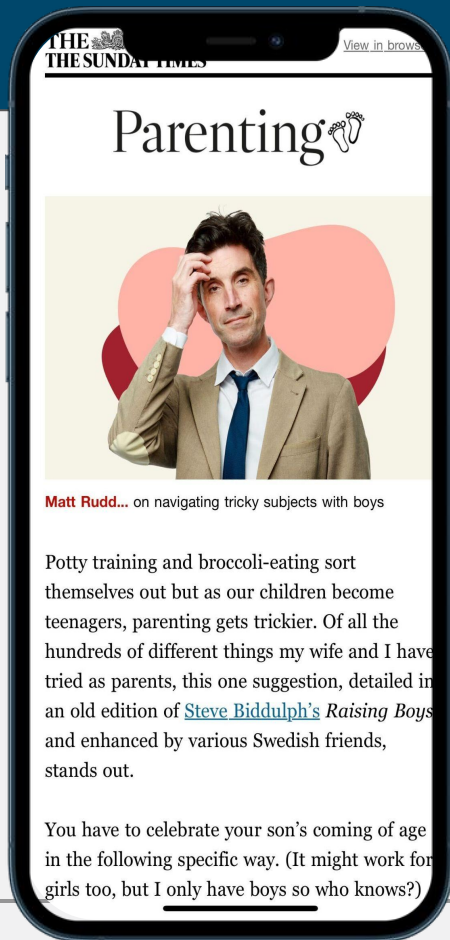
That's the issue? Investors who have cash sitting

# Parenting

**Summary:** Navigate parenthood with our news and expert advice, plus time-saving tips.

## Statistics

- Weekly newsletter, free
- Send count: 12,846
- Open rate: 71.7%
- Send schedule: Fridays, 11am
- Sponsorship cost: £2,000

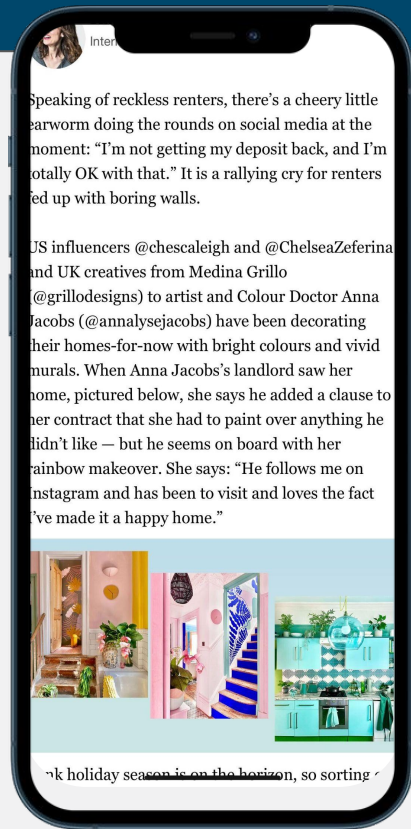


# Property

**Summary:** Inside Britain's and the world's most exclusive homes, expert advice and what's really happening in the property market, every Tuesday

## Statistics

- Type: Link aggregated
- Send count: 33,490
- Open rate: 64.9%
- Send schedule: Tuesdays, 12pm
- Sponsorship cost: £3,300 gross

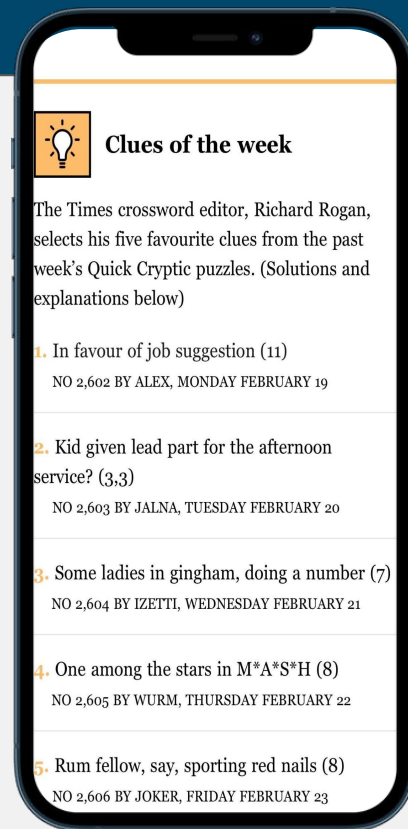
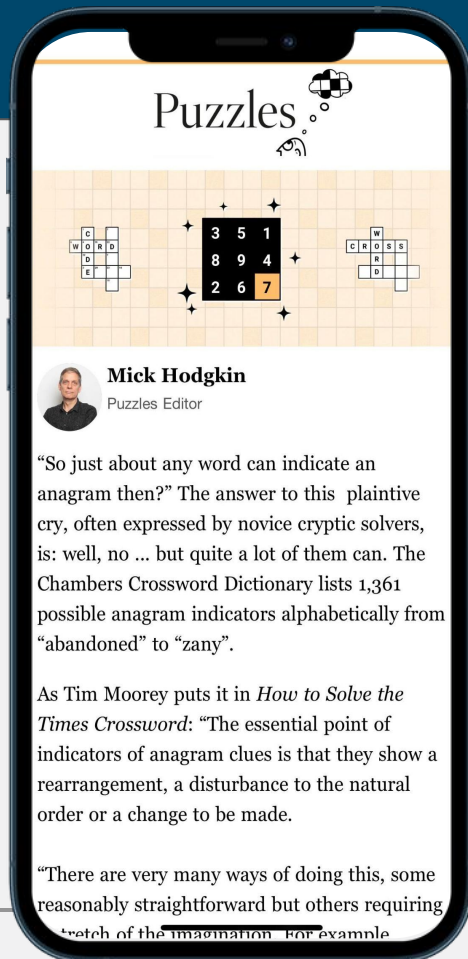


# Puzzles

**Summary:** The best crossword clues and quiz questions from the past week, plus insight from our puzzles editor, every Saturday

## Statistics

- Type: Bespoke written
- Send count: 33,023
- Open rate: 62.8%
- Send schedule: Saturdays, 9am
- Sponsorship cost: £3,300 gross



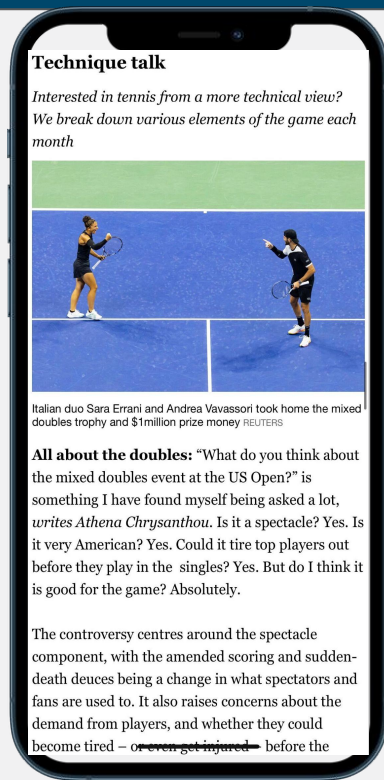
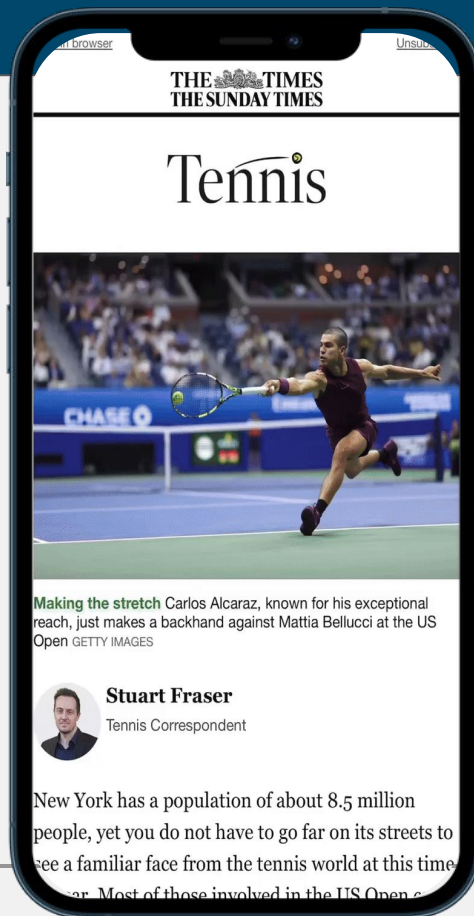


# Tennis

**Summary:** Your monthly Tennis digest from inside the tour with expert analysis, insights, specialist knowledge and exclusive content.

## Statistics

- Type: Bespoke written
- Send count: 9,500
- Open rate: 70%
- Send schedule: Monthly, Thursdays 4pm
- Sponsorship cost: £1,500



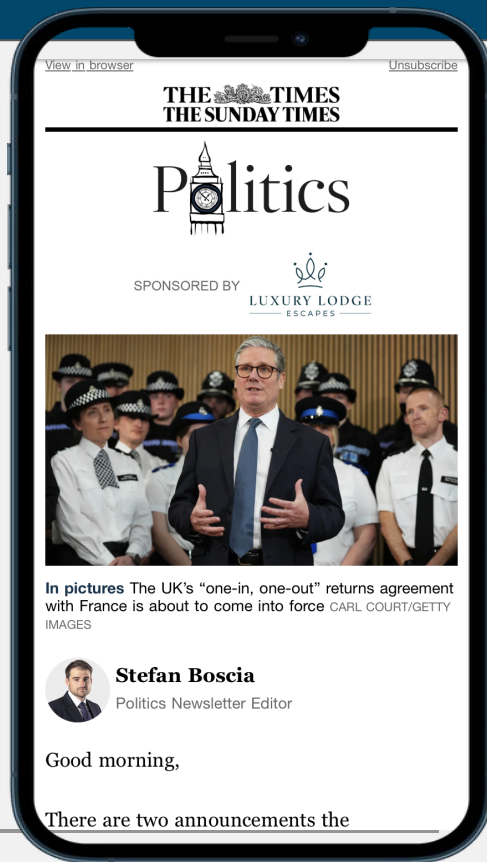


# Times & Sunday Times Politics

**Summary:** Get our insider's guide to what's happening in Westminster, every morning of the week.

## Statistics

- Type: Bespoke written
- Send count: 65,270
- Open rate: 64.5%
- Send schedule: Daily Mon-Fri, 9am. Saturday & Sunday, 8am
- Sponsorship cost: £6,500 gross

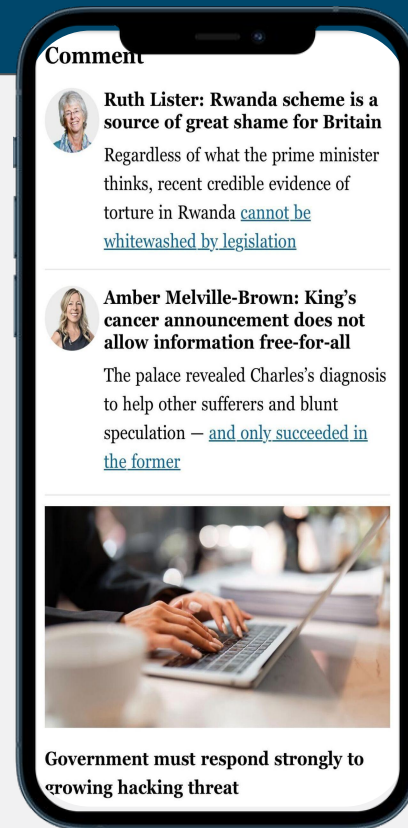
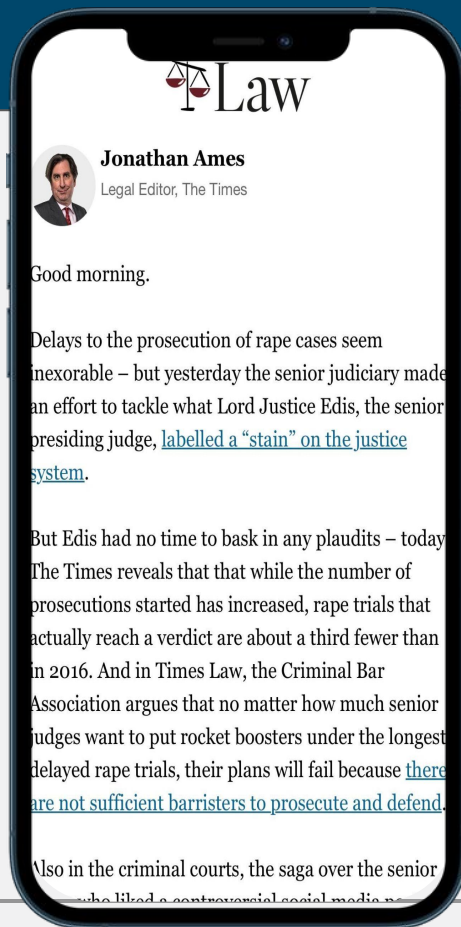


# The Brief

**Summary:** Get expert analysis, news and commentary in The Brief, our legal editor's insider's guide, every Thursday

## Statistics

- Type: Bespoke written
- Send count: 18,846
- Open rate: 61.1%
- Send schedule: Thursdays, 8am
- Sponsorship cost: £1,900 gross

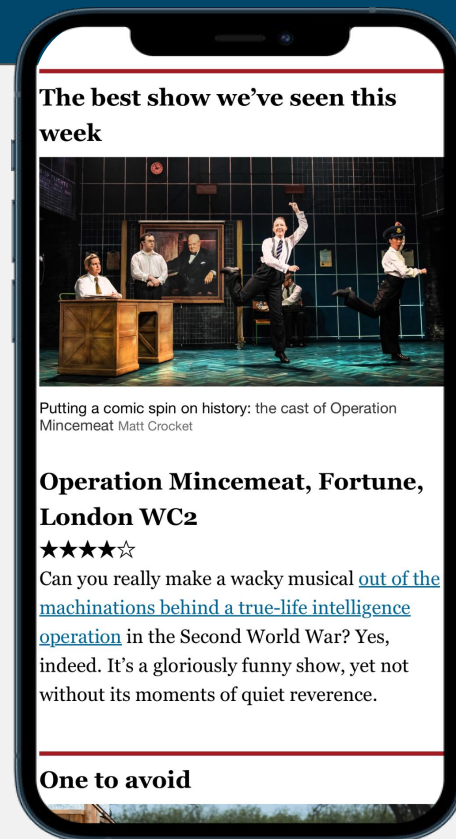
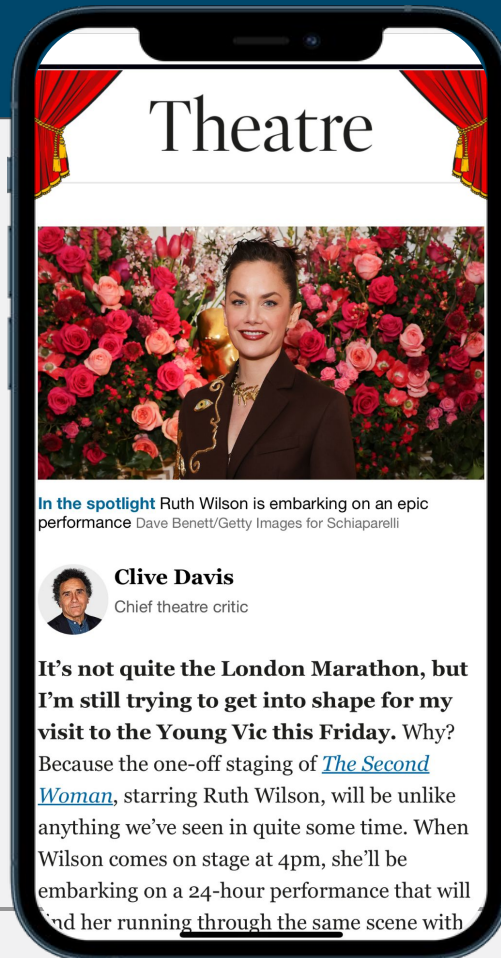


# Theatre

**Summary:** Chief theatre critic Clive Davis on what to see (and what to miss), every Wednesday

## Statistics

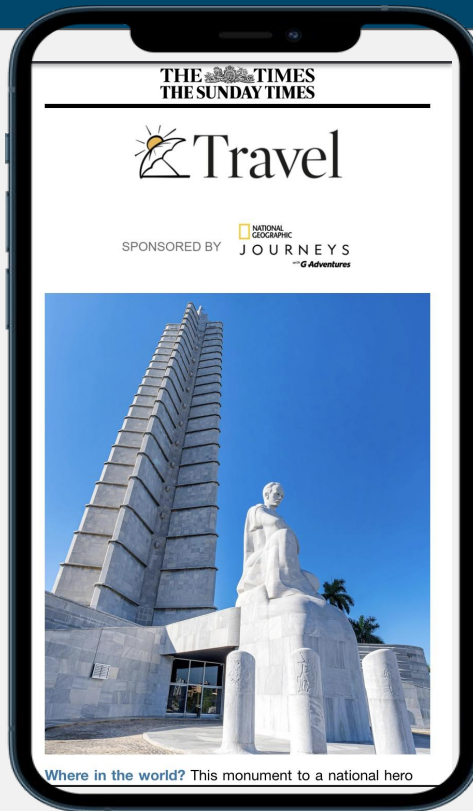
- Type: Bespoke written
- Send count: 20,701
- Open rate: 67.3%
- Send schedule: Wednesdays, 8:30am
- Sponsorship cost: £2,100 gross



**Summary:** Guaranteed wanderlust from our Travel team, plus advice on the best deals and the chance to win a fabulous trip

## Statistics

- Type: Link aggregated
- Send count: 122,145
- Open rate: 56.6%
- Send schedule: Thursdays, 10am
- Sponsorship cost: May vary pending design/ad creative updates, please check with commercial Travel team



### Postcard from ... an off-grid horseback safari

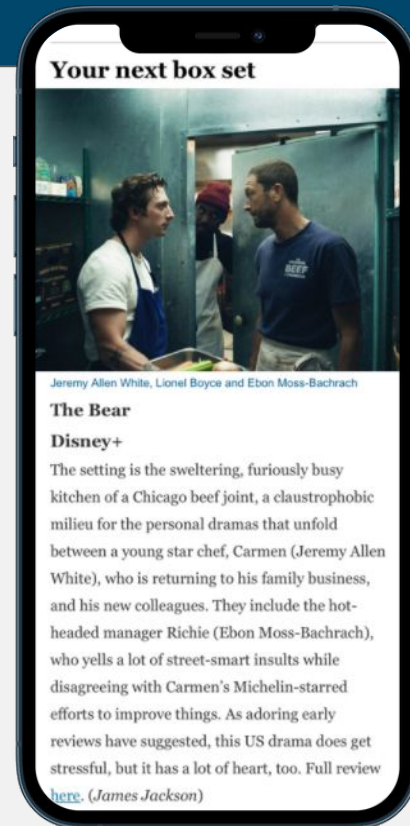
“Trip of a lifetime”? As far as I was concerned, it’s an overused cliché, *writes Claire Irvin*. I’m that person who loves every new experience so much that my favourite place is the last place I went to. And if you’ve had the best holiday ever, how can you possibly look forward to another?

That is, until a recent horseriding safari at Macatoo Camp in Botswana’s Okavango Delta. From the 6.30am wake-up call, dressing quickly in the cold and gazing across our tent deck as the sun rose over the delta, to the campfire camaraderie after dinner, each day was like a grown-up pony camp – except with top-flight guides, warm-blood horses and splashy canters across the floodplains. Giraffes, zebras, wildebeest, hyena pups, hippos, elephants and even a leopard remained unperturbed by the horses and allowed us to get (respectfully) closer than I’ve ever been in a jeep.

**Summary:** What to watch this week, plus news and reviews from our small-screen experts, every Friday

## Statistics

- Type: Bespoke written
- Send count: 42,533
- Open rate: 63.7%
- Send schedule: Fridays, 6pm
- Sponsorship cost: £4,300 gross



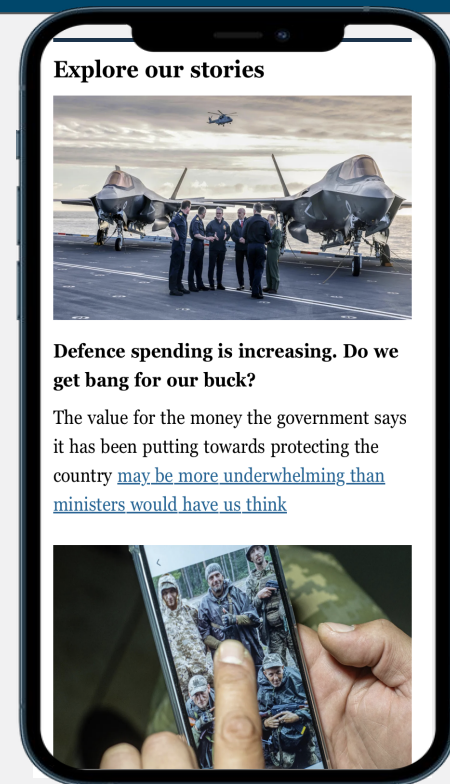


# War and Peace

**Summary:** Tom Newton-Dunn's concise guide to global conflict – with reasons for optimism

## Statistics

- Type: Bespoke written
- Send count: 4,927
- Open rate: 73.9%
- Send schedule: Thursdays
- Sponsorship cost: £500





# Weekend Briefing - Scotland

**Summary:** The biggest stories from The Times and Sunday Times Scotland, every Sunday

## Statistics

- Type: Link aggregated
- Send count: 11,091
- Open rate: 61.1%
- Send schedule: Sundays, 7am
- Sponsorship cost: £1,100 gross

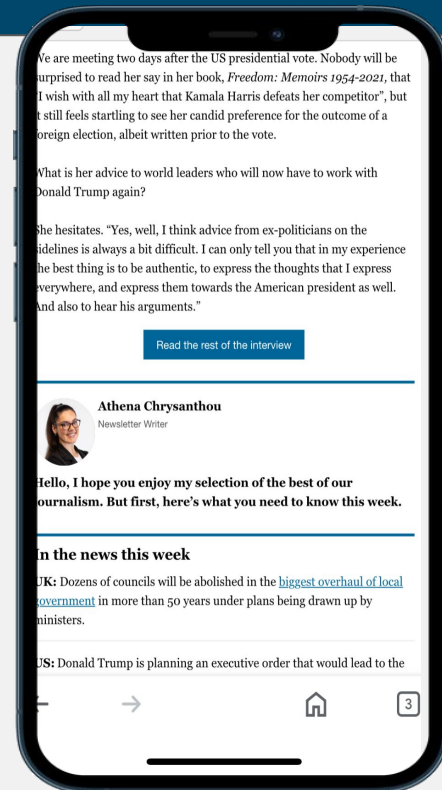


# Weekly Briefing

**Summary:** Our weekly newsletter sent to registered users. This was launched a month ago and grows by 5k-10k each week.

## Statistics

- Type: Bespoke written
- Send count: 238,113
- Open rate: 42.7%
- Send schedule: Thursdays, 12pm
- Sponsorship cost: £4,000 gross

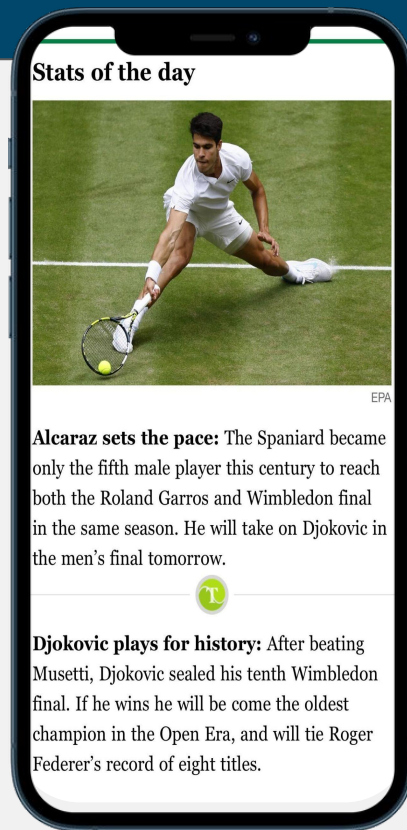


# Wimbledon

**Summary:** All you need to know during the world's most prestigious tennis tournament. From on the ground match analysis, to statistics, order of plays, inside queuing tips and ticket resales.

## Statistics

- Seasonal newsletter, free
- Send count: 11,421
- Open rate: 70%
- Send schedule: Daily, 10:30am
- Sponsorship cost: POA



# Banner - Creative Specs

## Sizes

- 970 x 250; 300X250 (to be provided as a backup for mobile devices)

## File weight

- 250kb max (100kb recommended)

## File type

- GIF or JPEG or PNG - static only, standard click-through URL

## Optional

- 1x1 Click and Impression Tracker

## Note

- There are 2x banner placements within the newsletters and we can serve 2x different creatives within the ad slot

# Sponsorship Logo - Specs

**Note: Logo will appear at the top and bottom of the newsletter**

Sponsorship brand container

Photoshop template:

<https://drive.google.com/file/d/1rXYlorqPs3GUC81qFgkdTvL3iW2lYi28/view>

AI template:

<https://drive.google.com/file/d/1DSLk4mASlejlfZOG2GWu4X9WABCF3JS/view>

Using the template

- Use layer '**logo placeholder**' to add your brand asset
- When the artwork has been finalised, before exporting please hide layers:

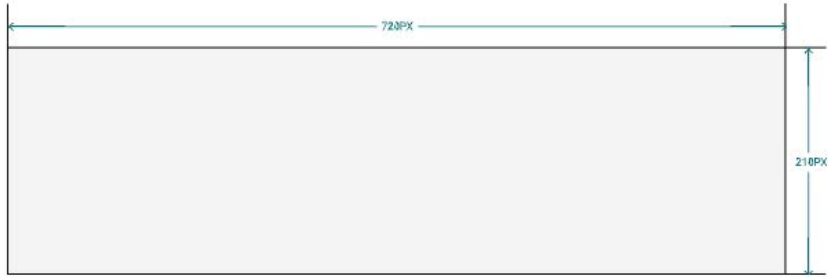
**Guides**

**Spacer**

- Export the artwork as a **.PNG** file at 100%

# Sponsorship Logo - Specs

Dimensions  
720 x 210px



Content margins



Layout



Example



Typography






# Sponsorship Example


[View in browser](#)

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## Fashion

SPONSORED BY JOHN LEWIS



miu miu  
SELECT


EMMA CORRIN

The other thing I love about my polo? It's easy. I don't like fussy clothes. That's very much the topic of our **style** dilemma this week, too, which asks how one can dress up without really trying. I can think of no better theme for the betwixt-mas period.

Enjoy and Happy New Year,

Hannah

Sponsored by John Lewis




JOHN LEWIS

Brave the cold

SHOP NOW

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How to wear... a polo shirt



10 stylish things to buy in 2023: **fashion**, homeware and more

A wear-with-everything winter coat, **supersoft socks** and a Rosie Huntington-Whiteley's new make-up remover: what our **fashion** director Karen Dacre loves this week

A message from John Lewis



**Brave the cold**


From head-turning coats to trophy knits, keep toasty – and on trend – with John Lewis' autumn winter collection.

[Discover more](#)

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**Lifte of the week**

Going up! What the **Times fashion** team wore in the office lift this week



"I bought this tinselly Sies Marjan knit years ago, not specifically as a Christmas jumper but that is what it has become - no reindeer or elves for me. My Weekday jeans are a recent **find**."