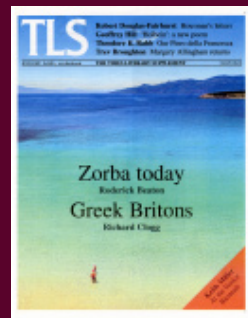


# 2008

## RATE CARD

For more than 100 years The Times Literary Supplement has been the world's leading literary journal. We offer unrivalled coverage of the latest books and ideas in every field from fiction, poetry and criticism to politics, classics and the sciences, as well as the most informed critiques of opera, film and theatre you will find anywhere. No other literary publication reaches its readers every single week, or reviews as many books as we do - over 2,000 each year. The TLS allows you to reach over 100,000 intelligent and affluent readers with a single, well-targeted message.



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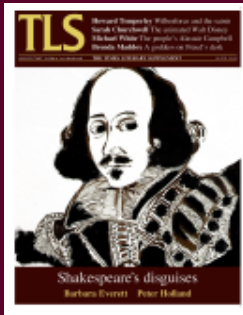
The TLS has an ABC audited circulation of 34,673 (Jan-Jun 2007)  
The total readership is 100,000\* worldwide

\*The TLS Reader Survey, August 2000

All advertisements are subject to conditions of acceptance, available on request. All prices shown are exclusive of UK VAT.

**TLS**

# TLS



2008  
RATE CARD

# TLS SPECIAL FEATURES 2008

## JANUARY

- 4 Travel
- 11 Environment
- 18 Scotland
- 25 Middle East

## FEBRUARY

- 1 Social Studies
- 8 Reference Books
- 15 History
- 22 Jewish Book Week
- 29 Spring Books

## MARCH

- 7 Theatre Studies
- 14 France
- 21 Religion
- 28 Art History

## APRIL

- 4 Politics/Economics
- 11 Cultural Studies
- 18 Germany
- 25 Philosophy

## MAY

- 2 Media Studies
- 9 Ireland
- 16 Ancient History
- 23 Poetry/PBFA
- 30 USA (BookExpo)/ABA

## JUNE

- 6 Italy
- 13 Science
- 20 University Presses
- 27 Summer Books / Independent Publishers

## JULY

- 4 Medieval Studies
- 11 Travel
- 18 Literary Criticism
- 25 Natural History

## AUGUST

- 1 Latin America/Spain
- 8 Edinburgh Book Festival
- 15 Shakespeare
- 22 & 29 Fiction / Autumn Export

## SEPTEMBER

- 5 Psychology
- 12 Reference Books
- 19 Politics & Law
- 26 History

## OCTOBER

- 3 Classics
- 10 Frankfurt
- 17 Philosophy
- 24 Art & Architecture
- 31 Learned Journals (CELJ)

## NOVEMBER

- 7 Music
- 14 Christmas Books / Trade Publishers
- 21 Poetry
- 28 International Books of the Year

## DECEMBER

- 5 Bibliography
- 12 Religion
- 19 & 26 Biography

# DISPLAY

## **Mono:**

|                    |           |
|--------------------|-----------|
| Full Page          | £2,910.40 |
| Half Page          | £1,455.20 |
| Quarter Page       | £727.60   |
| Eighth of Page     | £363.80   |
| Single Column cm   | £21.40    |
| Minimum 3cm x 1col | £64.20    |

Series bookings: Special offers available

To work out the cost of advertisement =  
scc rate x height in cm x number of columns

## **Colour is available:**

Single colour: 5% premium on mono rates  
Full colour: 12.5% premium on mono rates

## **Column Widths:**

|          |       |
|----------|-------|
| 1 Column | 63mm  |
| 2 Column | 130mm |
| 3 Column | 197mm |
| 4 Column | 264mm |

## **Mechanical Data:**

Type area: 340mm x 264mm  
Number of columns: 4  
Column length: 340mm

## **Booking and Copy Deadline:**

Overseas customers: Thursday 12 noon  
(8 days prior to publication)

UK customers: Friday 12 noon (one week  
before publication)

**Inserts:** For full details please telephone  
020 7782 4975.

## **Delivery Options:**

All RoP (Display) artwork should be  
sent direct to News Stream using their  
Printsure Delivery system at no charge for  
transmission.

For further information, send an email:  
info@news-stream.ltd.uk or telephone  
Mark O'Neill on 020 7782 4932 or  
Richard Perrin on 020 7782 4910

The QuickCut delivery system is also  
supported.

## **TLS Online Advertising Rates**

|              |            |
|--------------|------------|
| Buttons      | £10 cpm    |
| Leaderboard  | £15 cpm    |
| Skyscraper   | £17.50 cpm |
| MPU          | £20 cpm    |
| E-Newsletter | £50 cpm    |

**Please contact Lucy Smart**

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**Email: [lucy.smart@newsint.co.uk](mailto:lucy.smart@newsint.co.uk)**

# CLASSIFIED

## Display on Classified:

|                           |        |
|---------------------------|--------|
| Single column centimetre: |        |
| Single insertion          | £14.85 |
| 3 or more insertions      | £10.70 |
| Minimum 3cms              | £44.55 |

## Linage:

|                                |        |
|--------------------------------|--------|
| All classifications (per line) | £3.20  |
| 3 or more insertions -         |        |
| Minimum 3 lines                | £2.70  |
| Box number facilities          | £15.00 |

## Column Widths:

|          |       |
|----------|-------|
| 1 Column | 50mm  |
| 2 Column | 103mm |
| 3 Column | 157mm |
| 4 Column | 210mm |
| 5 Column | 264mm |

## Mechanical Data:

Type area: 340mm x 264mm  
Number of columns: 5  
Column length: 340mm

## Booking Deadline:

Colour: Thursday 5pm (8 days prior to publication)

Mono: Friday 5pm (one week prior to publication)

## Copy Deadlines:

Classified colour deadline: Monday 10am  
(4 days prior to publication date)

Type setting requirement deadline: Monday  
10am (4 days prior to the publication date)

Bromide or digital supply mono/spot:  
Monday 2pm (4 days prior to the publication  
date)

- All Classified artwork should be sent to the News International Classified Copyflow Dept, Artwork enquiries on: 020 7782 7361
- Any complete artwork containing any colour must be sent via Quickcut
- Complete mono artwork may be sent by either Quickcut or PrintSure
- If advertisers would like us to create their classified advertisement, please send the text and graphics by email
- Other technical specifications may be found at: [www.newsint.co.uk/advertising](http://www.newsint.co.uk/advertising)

Published weekly - Friday

## Please contact

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