

# RATE CARD

**The Daily Telegraph**

**The Sunday Telegraph**

Telegraph magazine

**The Sunday Telegraph Magazine**

**Weekly Telegraph**

[telegraph.co.uk](http://telegraph.co.uk)





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# Weekly Features

## The Daily Telegraph The Sunday Telegraph

The Daily Telegraph and The Sunday Telegraph publish the following editorial features, sections and supplements every week:

### Monday

*Features:* Art Sales, Your Business, Arts, Fashion, Health & Wellbeing.

*Separate section:* Sport.

### Tuesday

*Features:* Connected, Arts, Health & Wellbeing, Style.

*Separate section:* Sport.

### Wednesday

*Features:* Business, Science, Health & Wellbeing, Arts, Education.

*Separate section:* Sport.

### Thursday

*Features:* Arts, Style, Law, Music on Thursday.

*Separate sections:* Business2+ jobs, Sport.

### Friday

*Features:* Health & Wellbeing, Arts, Fashion, Film on Friday.

*Separate section:* Sport.

### Saturday

*Colour supplements:* Telegraph Magazine, Television & Radio.

*Separate sections:* Sport, Your Money, Motoring, Travel, Property, Arts + Books, Gardening, Weekend.

*Features in Weekend section:* Parents & Education, Country, Fashion, At Home, Food & Drink, Shopping.

### Sunday

*Colour supplements:*

The Sunday Telegraph Magazine, TV & Radio.

*Separate sections:* Sport, Business, Review, Travel, House & Home, Money & Jobs.



### MONO £

#### Run of paper, run of week

Minimum 3 col cms <i>per scc</i>	106
8 column ads, under half page <i>per scc</i>	121
Full page	46,000
All other sizes, 3 or more columns wide	<b>10% premium</b>
Specified day	<b>10% premium</b>
Specified position, other than those below	<b>10% premium</b>

#### Special Positions

First full page	51,000
First 38 cms x 6 cols	27,700
Page two, quarter page	13,600
Solus 20 cms x 2 cols, facing leader	5,250
Scribble Pad, back page	1,025
Facing TV, 25 cms x 4 cols	11,750
TV Listings, 20 cms x 2 cols	4,850

#### Arts

MONDAY TO FRIDAY <i>per scc</i>	75
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#### Music

THURSDAY <i>per scc</i>	40
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#### Films

FRIDAY <i>per scc</i>	40
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#### sport

MONDAY TO SATURDAY <i>per scc</i>	106
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#### yourmoney

SATURDAY <i>per scc</i>	123
First spread and guaranteed positions	<b>10% premium</b>

Rates do not include VAT

### MONO £

#### businessnews

MONDAY TO SATURDAY <i>per scc</i>	106
Full page	46,000

Company results, Chairman's statements, balance sheets, notices, tombstones, statements for information only, mini prospectuses, abridged particulars and new issue application forms, <i>per scc</i>	103
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#### Special positions in Business News

Next to 'Alex', 20 cms x 3 cols	7,500
Share Price page, solus 10 cms x 2 cols	3,000
Share Price page, to 31.3.2005, <i>per line pa</i>	2,000
Life & Pensions page, solus, (Sat only), 10 cms x 2 cols	2,550
Unit Trust & OEICS, to 30.6.2005, <i>per line pa</i>	1,600
Life & Pensions Prices, (Sat only) to 30.6.2005, <i>per line pa</i>	675

#### Your Business

MONDAY <i>per scc</i>	106
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#### weekend

Saturday, <i>per scc</i>	106
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#### arts + books

SATURDAY	
Display <i>per scc</i>	70
Classified Display <i>per scc</i>	64

Rates do not include VAT

### COLOUR DISPLAY £

#### Run of paper, run of week

First full page	68,000
Full page, other positions	59,000
38 cms x 6 cols	41,500
Half page	41,500
33 cms x 5 cols	33,500
Quarter page	21,000
25 cms x 4 cols	20,000
Front page solus, 20 cms x 2 cols or 5 cms x 8 cols	13,500
Front page solus, (Saturday) 20 cms x 2 cols or 5 cms x 8 cols	14,000
Back page solus, 25 cms x 4 cols	20,000

#### Special Reports

BY ARRANGEMENT	TBA
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#### businessnews

MONDAY TO SATURDAY	as run of paper
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#### sport

MONDAY AND SATURDAY	
Front page solus, up to 80 cms	225
TUESDAY TO FRIDAY	
Front page solus, up to 80 cms	201

Rates do not include VAT

### COLOUR DISPLAY £

#### Saturday sections

#### weekend

SATURDAY	
Front page solus, per scc	227
Back page solus, per scc	186

#### arts + books

SATURDAY	
Display per scc	92
Classified Display per scc	81

#### travel

SATURDAY per scc	158
Front page solus, up to 10 cms x 8 cols per scc	175

#### yourmoney

SATURDAY per scc	201
Front page solus, 27 cms x 4 cols	24,000
Back page solus, 25 cms x 4 cols	21,500

Rates do not include VAT

### MONO £

#### Run of paper

Minimum 3 col cms <i>per scc</i>	80
8 column ads, under half page <i>per scc</i>	87
Full page	34,000
All other sizes, 3 or more columns wide	10% premium
Specified position, other than those below	10% premium

#### Special Positions

First full page	38,750
First 38 cms x 6 cols	20,500
Page 2 solus, 25 cms x 4 cols	9,250
Profile page solus, 20 cms x 2 cols	3,900
Scribble Pad, back page	800

### Review

Arts page <i>per scc</i>	64
Books page <i>per scc</i>	64

### Business

<i>per scc</i>	80
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### Money & Jobs

<i>per scc</i>	85
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Rates do not include VAT

### COLOUR DISPLAY £

#### Run of Paper

First full page	46,000
Full page, other positions	42,000
38 cms x 6 cols	29,000
Half page	29,000
33 cms x 5 cols	24,000
Quarter page	14,750
25 cms x 4 cols	13,800
Front page solus, 20 cms x 2 cols or 5 cms x 8 cols	9,600
Outside back cover solus, 27 cms x 8 cols	31,900

### Sport

Front page solus, <i>per scc up to 80 cms</i>	163
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### Travel

<i>per scc</i>	120
Front page solus, <i>per scc up to 10 cms x 8 cols</i>	137

### Business

<i>per scc</i>	as run of paper
Front page solus, 21 cms x 3 cols	10,750
Front page solus, 7 cms x 8 cols	9,500
Back page solus, <i>per scc</i>	145
<i>Other sizes and positions on application</i>	

### Money & Jobs

<i>per scc</i>	139
Front page solus, 25 cms x 4 cols	14,500
Back page <i>per scc</i>	145

### Review

Front page solus, up to 80cms	162
Back page solus, up to 80cms	140

Rates do not include VAT

### Announcements £

#### Births, Marriages, Deaths, In Memoriam and Memorial Services

DAILY	
Linage per line	16.50

#### Court & Social

DAILY	
Linage per line	19

### Business-to-Business

MONDAY	
Display per scc	78
Linage per line	15

#### Commercial Property

MONDAY	
Display per scc	78
Linage per line	15

### Kindred Spirits

FRIDAY/SUNDAY	
Display per scc	52
Linage per line	10.50

### Notices

#### Legal, Public

DAILY	
Display per scc	96
Semi-display per scc	74
Linage per line	18

#### Trustee

SATURDAY	
Linage per line	19

Rates do not include VAT

### Personal £

#### Charity

DAILY	
Display per scc	71
Semi-display per scc	50
Linage per line	14

#### Private

DAILY	
Display per scc	73
Semi-display per scc	63
Linage per line	16.50

#### Trade

DAILY	
Display per scc	80
Semi-display per scc	70
Linage per line	17.50

### Entertainments

#### Entertainment Guide

DAILY	
Display per scc	65
Linage per line	5.40

### Fine Arts

MONDAY	
Display per scc	64
Semi-display per scc	50
Linage per line	14

Rates do not include VAT

### weekend £

#### Parents & Education

Courses display <i>per scc</i>	72
Courses lineage <i>per line</i>	14

#### Education Appointments

Display <i>per scc</i>	81
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#### Saturday Shopping

Display <i>per scc</i>	82
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#### Emporium

Display Colour <i>per scc</i>	60
Display Mono <i>per scc</i>	50
Linage <i>per line</i>	16

### property

Display <i>per scc</i>	74
Linage <i>per line</i>	18

Rates do not include VAT

### arts + books £

#### SATURDAY

Display <i>per scc</i>	71
Display Colour <i>per scc</i>	89
Classified Display <i>per scc</i>	65
Classified Display Colour <i>per scc</i>	78

#### Musical Appointments

Display <i>per scc</i>	74
Semi-display <i>per scc</i>	48
Linage <i>per line</i>	14

### travel

Front page solus, <i>per scc up to 10 cms x 8 cols</i>	175
Display <i>per scc</i>	94
Linage <i>per line</i>	19

### motoring

Display <i>per scc</i>	62
Linage <i>per line</i>	16

### gardening

Front page solus, <i>per scc</i>	90
Display Colour <i>per scc</i>	76
Display Mono <i>per scc</i>	50
Linage <i>per line</i>	16

Rates do not include VAT



<b>Sunday Shopping</b>	<b>£</b>
Display <i>per scc</i>	<b>62</b>

## Review

### Entertainments

<b>Entertainment Guide</b>	
Linage <i>per line</i>	<b>3.30</b>

<b>Concerts, Theatres, etc</b>	
Display <i>per scc</i>	<b>53</b>
Semi-display <i>per scc</i>	<b>29</b>
Linage <i>per line</i>	<b>11</b>

## Personal

<b>Charity</b>	
Display <i>per scc</i>	<b>50</b>
Semi-display <i>per scc</i>	<b>43</b>
Linage <i>per line</i>	<b>12.50</b>

<b>Private</b>	
Display <i>per scc</i>	<b>61</b>
Semi-display <i>per scc</i>	<b>48</b>
Linage <i>per line</i>	<b>15</b>

<b>Trade</b>	
Display <i>per scc</i>	<b>73</b>
Semi-display <i>per scc</i>	<b>53</b>
Linage <i>per line</i>	<b>16</b>

<b>Notices</b>	
Display <i>per scc</i>	<b>46</b>
Semi-display <i>per scc</i>	<b>40</b>
Linage <i>per line</i>	<b>12.50</b>

Rates do not include VAT

<b>Travel</b>	
Front page solus, up to 8 cms x 8 cols, <i>per scc</i>	<b>137</b>
Display <i>per scc</i>	<b>78</b>
Linage <i>per line</i>	<b>14.50</b>

<b>House &amp; Home</b>	
<b>Gardening</b>	<b>£</b>
Display <i>per scc</i>	<b>62</b>
Linage <i>per line</i>	<b>14</b>

<b>Property</b>	
Display <i>per scc</i>	<b>62</b>
Linage <i>per line</i>	<b>14</b>

<b>Education Features</b>	
Display <i>per scc</i>	<b>63</b>
Linage <i>per line</i>	<b>13.50</b>

Rates do not include VAT

# Recruitment

2005 advertisement rates

## Business2+jobs

### Money & Jobs

Business2+jobs is distributed with The Daily Telegraph on Thursday. All advertisements also appear in Money & Jobs in The Sunday Telegraph and in database format on jobs.telegraph.co.uk for one week. No copy changes are permitted between Thursday and Sunday.

### Senior Section:

#### Basic salaries of £55K+

##### JOINT RATES:

Thursday/Sunday/jobs.telegraph.co.uk

All advertisements 13x5 columns or multiples thereof **£**

General Appointments *per scc display* **148**

Colour *per scc display* **175**

#### Basic salaries up to £55K

##### JOINT RATES:

Thursday/Sunday/jobs.telegraph.co.uk

Separate rates for multiple and single vacancies

#### Multiple Vacancy Advertisements

General Appointments *per scc display* **148**

*per scc semi-display* **110**

*per line lineage* **30**

Rates do not include VAT

#### Special Positions

salaries up to £55K *per scc display* **£**

Island Site **175**

Back Page Colour **195**

Colour **175**

All advertisements appear in mono on Sundays

#### Single Vacancy Cost per advertisement

13cms x 5cols *display* **4,500**

13cms x 3cols *display* **3,500**

13cms x 2cols *display* **2,500**

6cms x 2cols *display* **1,250**

12cms x 1col *semi-display* **625**

6cms x 1col *semi-display* **375**

*For colour and premium positions please call the Recruitment Team*

### Other advertising opportunities

#### International Vacancies

JOINT RATE: Thursday/Sunday/The Weekly Telegraph/  
jobs.telegraph.co.uk

*per scc display* **168**

#### jobs.telegraph.co.uk

Single insertion on database

including logo and link to own website

and advertisement in newspaper **275**

Online only **550**

Button advertising served

across telegraph.co.uk **from 500**

## Weekly Telegraph

Mono *per scc* **35**

Colour by arrangement *per scc* **42**

Rates do not include VAT

### Display £

#### Full colour, run of magazine

Full page	21,500
Half page	12,750
Quarter page	6,750
Double page spread	40,000
Double half page spread	10% premium

#### Full colour, special positions

Full page, facing contents	32,750
Full page, facing matter	27,000
Full page, first half, facing matter	29,000
Full page, right hand	23,500
Full page, right hand, facing matter	27,750
Full page, right hand, first half, facing matter	30,500
Half page, facing matter	14,750
First double page spread	52,500
Double page spread, first half	47,000
Other positions, when available	10% premium
Facing full matter	10% premium

#### Covers

Outside back cover	37,500
Inside back cover	29,750

**A/B copy splits** 10% premium

### Classified - House & Garden

Please contact:

**Stuart Anderson**  
020 7531 3008  
stuart.anderson@telegraph.co.uk

Rates do not include VAT

### Advertorials £

*per page* 21,600

### Gatefolds

By arrangement price on application

### Inserts

*Loose per thousand* 48

*Bound-in and catalogues per thousand* 58

*Minimum 50,000 per region*

*Money off the page inserts must have MOPS membership*

### Gummed cards

*per thousand* 22

## television & radio

Outside back cover, colour 19,500

Inside front cover, colour 15,500

Rates do not include VAT

**Display** £

**Full colour, run of magazine**

Full page	17,250
Double page spread	30,750
Double half page spread	10% premium

**Full colour, special positions**

Full page, guaranteed position	19,000
Half page, next to matter	11,100
First double page spread	37,500
Double page spread, guaranteed position	34,000

**Covers**

Outside back cover	23,900
Inside back cover	20,500
Inside front cover	21,600

**A/B copy splits** 10% premium

**Advertorials**

per page	17,250
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**Inserts**

Loose per thousand	48
Bound-in and catalogues per thousand	58

Minimum 50,000 per region

Money off the page inserts must have MOPS membership

**Gummed cards**

per thousand	22
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**TV&RADIO**

Full Page	8,200
Outside back cover	12,300
Inside front cover	10,500
Inside back cover	9,000

Rates do not include VAT

**telegraph.co.uk**

For online advertising rates and details contact:

Gerson Barnett

020 7531 3232

gerson.barnett@telegraph.co.uk

**Weekly Telegraph**

**expat.telegraph.co.uk**

For advertising opportunities contact:

Julie Bridge

020 7531 3290

julie.bridge@telegraph.co.uk

**Commercial Development Team**

For integrated/creative commercial campaigns and additional opportunities to those listed in this Rate Card, please contact:

Sarah Newton

020 7531 3341

sarah.newton@telegraph.co.uk

## The Daily Telegraph The Sunday Telegraph

### MONO ADVERTISING

Mono advertising for The Daily Telegraph, The Sunday Telegraph and The Weekly Telegraph is ONLY accepted by electronic transfer.

#### Electronic Transfer

Advertising can be sent via:

1. FREE Telegraph Pre-flight & Delivery Facility downloadable from [advertising.telegraph.co.uk](http://advertising.telegraph.co.uk) the facility aids the checking and delivery of .pdf, .jpeg and .tiff files.
- 2: Quickcut details from 020 7691 5260 or [quickcut.com](http://quickcut.com)
- 3: AdExpress details at [adexpress.co.uk](http://adexpress.co.uk)
- 4: ADS for connection details contact 020 7531 3261

#### Density, screen and dot specification

Black image density should not be less than 1.68 optical density (Null density mode). Line width or type thickness in positive and negative images should not be less than 146 microns (.005 inches). At a screen of 26 lines per cm (65 lines per inch) shadow dots should be 85%. For optimum results on newsprint, clean midtones and shadow detail, 26 lines per cm (65 lines per inch) is recommended. 34 lines per cm (85 lines per inch) is acceptable if highlight dot size is 5% and shadow 80%.

### COLOUR CLASSIFIED ADVERTISING

Colour is available for classified advertising in both The Daily & Sunday Telegraph. Advertisements may be supplied electronically for classified using Telegraph Pre-flight & Delivery, Quickcut, AdExpress or ADS see Electronic transfer above for details.

Colour advertisements should avoid the use of reversed out type below 10 point type size. Fine serifs and light faces should be avoided. Registration problems can occur on fine text created with multiple colours. Rule size when reversed out of multiple colours to be a minimum of 0.3mm. Please allow 27% dot gain on a 50% tone. Maximum printing halftone 90% in any one colour. Minimum printing halftone 5% in any one colour. Total ink coverage must not exceed 260%. For a full specification please go to [advertising.telegraph.co.uk](http://advertising.telegraph.co.uk)

### COLOUR DISPLAY ADVERTISING

Run of paper colour is available for advertising in both The Daily Telegraph and The Sunday Telegraph. All accredited suppliers who are recommended for colour critical campaigns are listed below. Accredited suppliers invoice agencies' clients directly for all pre-press work undertaken.

#### Accredited suppliers and contacts

<b>Admagic</b>	<b>020 7575 7676</b>
<b>Alta Image</b>	<b>020 7531 1122</b>
<b>Asset Graphics</b>	<b>020 7379 1999</b>
<b>Euro RSGG London</b>	<b>020 7240 4111</b>
<b>First Edition Production</b>	<b>020 7019 0019</b>
<b>Fluid</b>	<b>0161 487 3423</b>
<b>Keene Group</b>	<b>020 7251 2722</b>
<b>The Network</b>	<b>020 7291 4700</b>
<b>New Media Industries</b>	<b>020 7436 5000</b>
<b>Production Response</b>	<b>020 7388 4114</b>
<b>Rapida</b>	<b>020 7403 4000</b>
<b>Seven London</b>	<b>020 7861 7777</b>
<b>Splash (London) Ltd</b>	<b>020 7907 1422</b>
<b>TAG</b>	<b>020 7251 4571</b>
<b>Tapestry MM</b>	<b>020 7896 3000</b>
<b>TBWA/First Edition Production</b>	<b>020 7019 0019</b>
<b>TFG/Tru Colour</b>	<b>020 7255 5149</b>
<b>Transcript</b>	<b>020 7242 4334</b>
<b>Visual Aspects</b>	<b>020 7404 1290</b>

Options for colour supply please refer to [telegraph.co.uk](http://telegraph.co.uk) advertising.

## Weekly Telegraph

Advertising may be delivered for both colour and mono via Telegraph Pre-flight and Delivery Facility, Quickcut, AdExpress or ADS, (see Electronic transfer for details of these methods).

ISDN lines for ADS transmission: **020 7513 1919**  
and **020 7512 1191**

Recommended ADS production house:  
**Bidder, Bone & Clift Ltd.** **020 7251 6648**

\*Technical specifications are correct at the time of going to print however may be subject to change.



# Magazine Specifications\*

## All magazines advertising material must be sent to:

**Wyndeham Graphics** Tel: 020 8983 0022  
Unit 2, Maverton Road Industrial Estate, London E3 2JE. Fax: 020 8981 9802  
ISDN: 020 8983 5100

Should your usual colour reproduction company not be able to produce your advertisement to the required specification, Wyndeham Graphics will be happy to undertake this work. Wyndeham Graphics are responsible for returning original material supplied by agencies or clients and will keep advertisements on disk for repeat instructions. Any reproduction complaints will be dealt with by The Telegraph.

## Telegraph magazine

### and Television & Radio

Data and proofs must conform to the printer's Scitex specification. We do, however, have the facility to originate artwork and transparencies. A Scitex test form is obtainable from Wyndeham Graphics. The minimum type size is 6pt in a medium weight. The text and line-work minimum widths are: Positive single colour, 25/100mm; Negative single colour, 30/100mm; Negative four colour, 35/100mm. Reversed-out colour lettering to be a minimum of 8pt with medium face. No light faces or fine serifs. Negative text set against a dark background, non-contoring colours should be increased in width. All live matter should be at least 7mm from the trimmed edge. Additional specifications available on request.

### Scanning

No UCR or GCR. Minimum print dot is 5%. Black solids or headline type to have a 60% cyan underlay. Black text to overprint image areas and be made up of 100% black only. Maximum dot weight 320%. Minimum flat tint yellow 15%.

### Digital Data

All digital data must be in Scitex format. Files must be supplied as linework + CT (Handshake) format: LW=36 Res CT=12 Res. Offset co-ordinates should be 00. Disks, ie. data carriers: MO512 Sector Format RMX/UFS or Jaz 1 GIG.

### Proofing

DuPont Digital Cromalin Ax2 using G.E. inks. The Gruner & Jahr specification is available from Dupont under licence from Gruner & Jahr or a DuPont simulation is available via their web site.

### Colour Production Charges\*

**Single page:** including four colour origination, planning, one original and two cromalin proofs **£120**  
Non-specification disk or film supplied **£120**

### Television & Radio Production charges\*

**Single page colour:**  
Mechanical artwork, 1 original and 1 iris proof **£120**  
Non-specification disk supplied **£120**

\*Any additional items will be charged extra, but prices include all reasonable colour corrections to artwork and proofs

Rates do not include VAT

## The Sunday Telegraph Magazine and TV & Radio

Copy can only be supplied in digital format. Acrobat PDF is the Digital File Format. 1.3 PDF and 1.4 PDF acceptable, but any transparency layers must be flattened prior to distilling. Files only accepted if accompanied by Euro Standard Digital cromalin contact proof. PDF files to be supplied as composite CMYK. Files supplied not to contain blank pages. Data should be binary not ASCII. Both single page and double page spreads acceptable. Bleed advertisements, must be created to allow 5mm bleed area and crop marks must be outside bleed area. A 10mm offset required from the trim to the file media box on both single and double page spreads. Files must contain CMYK images in high resolution (minimum 300dpi, maximum 450dpi). All fonts must be embedded. Files not to contain any TrueType or Multiple Master fonts, JPEG images or copy dot scan elements. Text should not be italicised, outlined or made bold within the application. Creator should apply any trapping requirements, but must be aware of application software limitations. Printer will not apply trapping. Black overprint must be set in the application file. Image density not to exceed 320% (280% for TV & Radio). No ICC profiles to be used on images or files. White out type should be a minimum of 6pt in size and medium in weight (9pt for TV & Radio). 100% black solid or bold type above 72pt requires 50% cyan tint underlay. The minimum rule width is 1pt. All 'live matter' must be at least 10mm away from the trim edge (7.5mm for TV & Radio).

**Flight checking:** File content remains responsibility of sender. All files to be run through an agreed flight checking application before transmission. No password or security options should be allocated to Distiller settings. *Enfocus Pitstop check options are available from Wyndeham Graphics.*

**Digital File Transfer Methods:** Digital files accepted on industry standard CD-ROM/Zip or Jazz disc and may only be transmitted via ISDN with prior arrangement. An email confirmation must be sent to relevant advertisement controller prior to transmission. File names to include Advertiser, Publication (e.g. Sunday Telegraph Magazine) and Issue Date.

**Proofing:** Euro standard Digital Cromalin is the only acceptable proofing method, using DP10 Gloss paper. Proofs supplied must be from digital file submitted (i.e. the PDF) and be 100% of final file.

### Colour Production Charges

**Single page:**  
Mechanical artwork, one original and one Iris proof **£120**  
Non-specification disk supplied **£120**

*Any additional items will be charged extra, but prices include all reasonable colour corrections to artwork and proofs.*

Rates do not include VAT

\*Technical specifications are correct at the time of going to print however may be subject to change.

# Mechanical Data\*

for Sunday Telegraph Magazine data see overleaf

## The Daily Telegraph The Sunday Telegraph

### DISPLAY & CLASSIFIED COLUMNS

except Recruitment & Education

Number of columns to page	8
Maximum column depth	540mm
Column width in millimetres	
1 col : 39	5 cols : 211
2 cols : 82	6 cols : 254
3 cols : 125	8 cols : 340
4 cols : 168	

### RECRUITMENT & EDUCATION CLASSIFIED COLUMNS

Number of columns to page	10
Maximum column depth	540mm
Column width in millimetres	
1 col : 31	6 cols : 203
2 cols : 66	7 cols : 237
3 cols : 100	8 cols : 271
4 cols : 134	10 cols : 340
5 cols : 168	

Full page: 540mm x 340mm, Half page horizontal: 270mm x 340mm  
Half page vertical: 540mm x 168mm, Quarter page: 270mm x 168mm

## Weekly Telegraph arts + books

### DISPLAY & CLASSIFIED COLUMNS

Number of columns to page	6
Maximum column depth	330mm
Column width in millimetres	
1 col : 39	4 cols : 168
2 cols : 82	5 cols : 211
3 cols : 125	6 cols : 254

Full page: 330mm x 254mm, Half page horizontal: 170mm x 254mm  
Half page vertical: 330mm x 125mm, Quarter page: 170mm x 125mm  
NB: Classified and Appointments maximum depth 320mm.

For bleed/panoramic spreads call Bob Butcher on 020 7531 3256

Please direct any queries to your Telegraph representative or Francis Avery, Telegraph Advertisement Production Manager on 020 7531 3255. An online version of this page and further details including deadlines, preferred suppliers, accepted formats and materials can be found at [advertising.telegraph.co.uk](http://advertising.telegraph.co.uk)

### Inserts

Loose per thousand, subject to weight and size 150

Regional splits minimum quantity 2,500

### Telegraph magazine

Gravure process	depth x width in millimetres
Double page spread, trimmed	315 x 460
Double page spread, bleed untrimmed	325 x 470
Full page, type area	285 x 206
Full page, untrimmed	325 x 235
Full page, trimmed	315 x 230
Half page across, type area	137 x 206
Half page upright, type area	285 x 99
Quarter page across, type area	59 x 206
Quarter page upright, type area	137 x 99

Live matter must be at least 7mm from any trimmed edge

### Loose inserts

For details, call the Advertisement Department on 020 7531 3327

### Television & Radio

Gravure process	depth x width in millimetres
Full page, type area	270 x 189
Full page, trimmed	295 x 209
Full page, bleed untrimmed	305 x 214

Live matter must be at least 7mm from any trimmed edge

\*Mechanical data is correct at the time of going to print however may be subject to change.

## The Sunday Telegraph Magazine

Web offset	depth x width in millimetres
Double page spread (trimmed)	300 x 460
Double page spread (bleed untrimmed)	310 x 470
Double page spread (guttered bleed)	268 x 422
Full page (trimmed)	300 x 230
Full page (bleed untrimmed)	310 x 240
Full page (type area)	268 x 192
Half page horizontal double page spread (trimmed)	146 x 460
Half page horizontal double page spread (bleed untrimmed)	151 x 470
Half page horizontal double page spread (gutter bleed)	130 x 422
Half page horizontal (trimmed)	146 x 230
Half page horizontal (bleed untrimmed)	151 x 240
Half page horizontal (type area)	130 x 192
Half page vertical (trimmed)	300 x 111
Half page vertical (bleed untrimmed)	310 x 116
Half page vertical (type area)	268 x 92

### Loose inserts

Maximum size	290 x 210
Minimum size	115 x 70

For details, call the Advertisement Department on 020 7531 3326

### TV & Radio

Full page (trimmed)	225 x 148
Full page (bleed untrimmed)	235 x 158
Full page (type area)	203 x 128

\*Mechanical data is correct at the time of going to print however may be subject to change.

## The Daily Telegraph The Sunday Telegraph

### Display Advertisements

#### Mono

**The Daily Telegraph main paper – Monday Edition**  
**The Sunday Telegraph main paper and sections**  
 Telegraph Pre-flight and delivery files, Quickcut, AdExpress or ADS files to be received by 4pm Friday.

#### The Daily Telegraph main paper – Tuesday to Saturday Editions

Telegraph Pre-flight and delivery files, Quickcut, AdExpress or ADS files to be received by 4pm one day prior to publication.

#### Arts + Books, Property, Weekend, Gardening

Telegraph Pre-flight and delivery files, Quickcut, AdExpress or ADS files to be received by 4pm Wednesday, three days prior to publication.

#### Travel, Your Money, Motoring

Telegraph Pre-flight and delivery files, Quickcut, AdExpress or ADS files to be received by 4pm Thursday, two days prior to publication.

If proofs are required, copy and artwork should reach head office at least five days prior to publication. If alterations are necessary, corrected proofs must be received by 4pm four days prior to publication, otherwise corrections cannot be guaranteed.

*All of the above are latest times of arrival and may be subject to change.*

#### Colour

Deadlines for colour are four days prior to publication.

## Weekly Telegraph

Copy colour and mono advertising is required 6 days prior to publication, with any repeat instructions or key number changes being confirmed in writing by fax: 020 7513 2509 or email: julie.bridge@telegraph.co.uk

# Classified Deadlines

for magazine deadlines see overleaf

## The Daily Telegraph

Announcements	4.30pm the day prior
Court & Social	noon, two days prior
Personal	3.45pm the day prior
Notices	noon, two days prior
Kindred spirits	noon, the Tuesday prior
Entertainments	
Monday to Friday	3.45pm the day prior
Arts + Books Saturday	noon, the Tuesday prior
Business to Business	noon, the Thursday prior
Fine Arts	noon, the Thursday prior
Education	noon, the Tuesday prior
Shopping	noon, the Tuesday prior
Emporium	noon, the Tuesday prior
Gardening	noon, the Tuesday prior
Property	noon, the Tuesday prior
Travel	noon, the Wednesday prior
Motoring	noon, the Wednesday prior

## The Sunday Telegraph

Personal	noon, the Thursday prior
Entertainments	noon, the Thursday prior
Property	noon, the Thursday prior
Shopping	noon, the Thursday prior
Gardening	noon, the Thursday prior
Travel	noon, the Thursday prior

## Business2+jobs

### Display

For advertisements appearing on Thursday, Telegraph Pre-flight and delivery .pdf, .jpeg or .tiff files, Quickcut files, AdExpress or ADS files must be received at Head Office by 10.30am the Tuesday prior to publication. Paper-set advertisements require copy and artwork to be at Head Office by 5pm Monday prior to publication.

### Semi-display and lineage

Copy to appear Thursday must reach Head Office by 10.30am the Tuesday prior to publication.

*NOTE: There is no facility for copy changes between Thursday and Sunday.*

for magazine stop order deadlines see overleaf

## Telegraph magazine

### Colour advertisements

Copy in digital data format for colour advertisements is required 26 days prior to publication.

### Mono advertisements

Copy in digital data format for mono advertisements is required 20 days prior to publication.

### Mail order advertisements

Copy may be required 7 days earlier than the normal copy date. Copy will be required earlier for issues affected by Public Holidays. **Late copy facility by negotiation when available – camera ready copy ready 13 days prior to publication. Late copy charges: colour £50 one day, plus £25 per extra day; mono £25 one day, plus £15 per extra day. Copy more than two days late must be negotiated with Graphics London.**

### Television & Radio

Deadlines as for Telegraph Magazine. Copy will be required earlier for issues affected by Public Holidays. **Late copy facility by negotiation when available – camera ready copy ready 13 days prior to publication. Late copy charges: colour £120 one day, £240 two days. Copy more than two days late must be negotiated with Graphics London.**

## The Sunday Telegraph Magazine and TV & Radio

Copy can only be supplied in digital format 21 days prior to publication. Late copy facility by negotiation when available. Copy will be required earlier for issues affected by Public Holidays. Copy to be supplied to Graphic facilities. Copy will be required earlier for issues affected by Public Holidays. **Late copy facility by negotiation when available. Late copy charges: colour £60 one day, plus £30 per extra day. Copy more than two days late must be negotiated with Graphics London.**

Notice in writing of stop order, cancellations or transfers of advertisements, must be received by the deadline shown below.

## The Daily Telegraph

### Display Advertisements

Mono advertisements measuring less than 54cms, excluding special positions

**4 working days prior to publication**

Mono advertisements measuring greater than 54cms, excluding special positions

**28 days prior to publication**

Special positions

**56 days prior to publication**

Colour advertisements

**56 days prior to publication**

## The Sunday Telegraph

### Display Advertisements

Mono advertisements measuring less than 54cms, excluding special positions

**noon, 11 days prior to publication**

Mono advertisements measuring greater than 54cms, excluding special positions

**28 days prior to publication**

Special positions

**56 days prior to publication**

Colour advertisements

**56 days prior to publication**

## Daily & Sunday

### Classified Advertisements

For all sections, other than Business2+jobs

**as per copy deadlines**

## Business2+jobs

Recruitment advertisements for publication on Thursday noon, Friday prior to publication

**Late cancellation up to 11am the previous Tuesday is permitted, subject to payment of an administration charge of 10% of the gross cost of the space ordered**



## Telegraph magazine

### and Television & Radio

Colour	12 weeks prior to publication
Mono	10 weeks prior to publication
Inserts	12 weeks prior to publication

## The Sunday Telegraph Magazine

### and TV & Radio

Colour	12 weeks prior to publication
Mono	10 weeks prior to publication
Inserts	12 weeks prior to publication

## Weekly Telegraph

Colour	8 weeks prior to publication
Mono	3 weeks prior to publication

## The Daily Telegraph

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## The Sunday Telegraph

### Linage

1. Initial key word or phrase in bold type, remainder running on. All 5pt. Minimum 2 lines.

**THE TELEGRAPH** your advertisement in The Daily & Sunday Telegraph could look like this. Contact The Classified Department, 1 Canada Square, Canary Wharf, London E14 5DT. Tel: 020 7531 3000.

2. Index or key words not to exceed one line centred 5pt bold, remainder running on 5pt light face indented both sides. Line of white space above and below. Minimum 5 lines.

**THE TELEGRAPH** your advertisement in The Daily & Sunday Telegraph could look like this. Contact The Classified Department, 1 Canada Square, Canary Wharf, London E14 5DT. Tel: 020 7531 3000.

### Semi-display

Headline 9pt, secondary heading 6.5pt centred. Body copy 5pt. No bold type. Minimum 3cms x 1 col, thereafter in units of 1cm.

#### THE TELEGRAPH

Your advertisement in The Daily & Sunday Telegraph could look like this.

Contact

The Classified Department,  
1 Canada Square, Canary  
Wharf, London E14 5DT

Tel: 020 7531 3000.

### Display

Can include any of the following: bold type, italics, varying point sizes, borders, logos, illustrations, photographs. Complete pre-screened bromides accepted. Minimum 3cms x 1 col, thereafter in units of 1cm.

\*Classified styles are correct at the time of going to print however may be subject to change.

# Standard Conditions

conditions continue overleaf

All advertisements are accepted subject to the standard conditions of insertion set out below.

1. In these conditions, (1) "the Publisher" means: a) As regards traditional printed paper media, (wherever in the world so printed) the publisher of The Daily Telegraph, The Sunday Telegraph, The Weekly Telegraph (including any supplement or magazine for which no charge is made to its recipients and which is published, whether regularly or occasionally as part of, or in association with the newspapers) in or with which the advertisement is to appear or has appeared; b) As regards material published in or by means of any other media (eg. cable, satellite or internet) the publisher of the world wide web site with the domain name of telegraph.co.uk, or such other domain name(s) as it shall utilise from time to time on which or with which the advertisement is to appear or has appeared. (2) "the Buyer" means the person placing the order with the Publisher for the insertion of the advertisement, whether such person be the advertiser of the product or service promoted thereby or making the announcement therein ("the Advertiser") or the Advertiser's advertising agency or media buyer; (3) the "rate card" means the Publisher's rate card in effect for the time being and may include, among other matters, its scale of advertisement rates, technical specifications, copy and cancellation deadlines and setting styles, and standard conditions; and (4) an "advertisement" means matter to be printed on the page, separately inserted or reproduced as a copied cutting or delivered from the appropriate website.

2. The Buyer warrants that: (a) in relation to an advertisement the Buyer contracts with the Publisher as a principal not withstanding that the Buyer may be acting directly or indirectly for the Advertiser as an advertising agent or media buyer or in some other representative capacity; (b) the reproduction and/or publication of the advertisement by the Publisher as originally submitted or as amended pursuant to condition 3 will not breach any contract or infringe or violate any copyright, trademark or any other personal or proprietary right of any person or render the Publisher liable to any proceedings whatsoever; (c) any information supplied in connection with the advertisement is accurate, complete, true and permits the reproduction of the advertisement as a copied cutting; (d) in respect of any advertisement submitted for publication which contains the name or pictorial representation (photographic or otherwise) of any living person and/or any part of any living person and/or any copy by which any living person is or can be identified the Buyer or the Advertiser has obtained the authority of such living person to make use of such name, representation and/or copy; (e) in relation to any investment advertisement, the Advertiser is, or its contents have been approved by, an authorised person within the meaning of the Financial Services and Markets Act 2000 or the advertisement is otherwise permitted under that Act; (f) the Publisher shall be entitled to publish and republish and permit the reproduction of the advertisement anywhere in the universe both in the newspapers referred to in condition 1(1) and in any other newspaper or other medium irrespective of the means of the newspaper's production or delivery and whether by or on newsprint or any other medium; (g) the advertisement complies with the requirements of all relevant legislation including subordinate legislation, the rules of statutorily recognised regulatory authorities and the law of the European Union for the time being in force or applicable in the United Kingdom; and (h) all advertising copy submitted to the Publisher is legal, decent, honest and truthful and complies with the British Code of Advertising Practice and all other relevant codes under the general supervision of the Advertising Standards Authority.

3. The Publisher may, without derogation from the warranties contained in condition 2, refuse or require to be amended any artwork, materials and copy for or relating to an advertisement so as (i) to comply with the legal or moral obligations placed on the Publisher or the Buyer or the Advertiser; or (ii) to avoid infringing a third party's rights, the British Code of Advertising Practice and all other codes under the general supervision of the Advertising Standards Authority or the production and quality specifications stipulated or referred to in the rate card.

4. The Publisher has the right at its discretion to decline to publish, or to omit, suspend or change the position of, any advertisement otherwise accepted for insertion. However, the Publisher will use reasonable efforts to comply with the wishes of the Buyer although it does not warrant the date of insertion, the wording, or the quality of the colour or mono reproduction of the advertisement.

5. The Publisher cannot guarantee (a) that an advertisement including a coupon will not back on to another advertisement including a coupon, (b) that an advertisement will not appear in the same issue as another advertisement for a similar or the same product, or (c) that magazine inserts will not appear in the same issue as another insert for a similar or the same product. No refunds will be given in such instances.

6. The Publisher will not be liable for any loss of copy, artwork, photographs or other materials, which the Buyer warrants that it has retained in sufficient quality and quantity for whatever purpose.

7. Where the Buyer is the Advertiser's advertising agency, the Buyer warrants that it is authorised by the Advertiser to place the advertisement with the Publisher and the Buyer will indemnify the Publisher against any claim made by the Advertiser against the Publisher arising from the publication thereof.

8. The Publisher shall have the right to change its scale of advertisement rates, technical specification, magazine specification and/or mechanical details at any time and shall be entitled to vary or apply differing rates, specification or details commensurate with the format of the newspaper. Save as provided for herein the contract which incorporates these terms and conditions does not create any right enforceable by any person not a party to it.

9. The Publisher shall not be bound by a stop order or cancellation or transfer of the advertisement unless it meets the requirements specified on the rate card, and any such instruction otherwise than prior to the deadline therefore shall not (even though it be followed by the Publisher) affect the Buyer's liability for payment for the advertisement. The Publisher may treat as a cancellation the fact that the Buyer is deemed unable to pay its debts within the meaning of section 123 of the Insolvency Act 1986 or is otherwise in breach of any of these conditions.

10. In the absence of any other specific arrangement between the Publisher and the Buyer, payment in respect of the advertisement (including any associated production, late copy and box number charges) is due in advance of publication except where the Publisher has agreed to allow credit to the Buyer, in which case the due time for payment shall be no later than 3pm (i) if the Buyer is a recognised agency under the Joint Recognition Scheme of the Newspaper Publishers Association Limited and the Newspaper Society, on the last working day of the month following that in which the advertisement appeared (so that, for example, payment for advertisements published during June 2003 would be due by 3pm on Wednesday 31 July 2003) or, (ii) in any other case, on the seventh day following the date of the publishers invoice issued on or after the date on which the advertisement appeared. Full details of each remittance are to be supplied to the Publisher by the due time. Payment shall mean the receipt by the Publisher at its principal place of business (or elsewhere as it may direct) of cash or a cheque or at its bank of moneys transferred electronically or through the clearing banks' giro credit system. The Publisher reserves to itself a right to recharge the Buyer any charges it incurs resulting from the Buyers chosen method of payment.

11. If the Buyer is registered for VAT in a member state of the European Union other than the United Kingdom and wishes to be invoiced by the Publisher with VAT charged at a rate of zero or such other rate as may be lower than the standard rate of VAT for the time being in force in the United Kingdom, the Buyer must with its order furnish the Publisher with the Buyer's VAT registration number in its member state.

12. Although the Publisher makes every effort to render invoices in the ordinary course, payment for the advertisement shall be made as aforesaid whether or not the Buyer shall have (i) received the Publisher's invoice or (ii) provided the Publisher with an order number at the time the advertisement was booked.

13. There is no obligation on the Publisher to supply voucher copies or tearsheets and their absence shall not affect the Buyer's liability for the agreed charge.

14. The Buyer agrees to pay to the Publisher in respect of each advertisement for which payment is not made by the due time (a) the sum of £25 as an administration charge and (b) interest on the amount paid late at the rate of 4% above the base rate of the Royal Bank of Scotland plc accruing from day to day (including the day on which payment was due) both before and after judgement. Any such additional charge is payable within seven days following delivery of the Publisher's invoice particularising it.

# Standard Conditions

15. It is the responsibility of the Buyer to check the correctness of the advertisement (and of each insertion of the advertisement if more than one). Without prejudice to condition 7, the Publisher assumes no responsibility for the repetition of an error in an advertisement ordered for more than one insertion unless notified immediately the error occurs. Any other matter of complaint, claim or query (whether in relation to the advertisement or the invoice) must be raised with the Publisher in writing within seven days following (as the case may be) insertion of the advertisement or of the date on which it is claimed the advertisement should have appeared or of the receipt by the Buyer of the invoice giving rise to it. Without prejudice to the Publisher's entitlement to be paid for the advertisement as published a sum representing a reasonable proportion of the charge agreed at the time the advertisement was booked, the Publisher's liability is limited to a maximum at its option of giving a credit for its charge for the advertisement or (in an appropriate instance) of publishing the advertisement for a second time without charge. Such complaint, claim or query shall not affect the liability of the Buyer for payment by the due time of the Publisher's charges for that and all other advertisements. Once any dispute in respect of any advertisement has been resolved, payment (defined as in condition 9) for that advertisement will, if the original due date has then already passed, be due within three working days.

16. While all reasonable endeavours will be made as soon as possible after receipt by the Publisher to forward to the Buyer or as it may direct any replies to box numbers, the Publisher accepts no liability in respect of any loss or damage alleged to have arisen through delay in forwarding or omitting to forward such replies.

17. The Buyer will indemnify the Publisher and agrees to keep it indemnified against all claims, costs, proceedings, demands, losses, damages, expenses or liability whatsoever arising directly or reasonably foreseeably as a result of any breach or non-performance of any of the representations, warranties or other terms herein contained or implied by law.

18. No waiver or indulgence by the Publisher shall be effective save in relation to the matter in respect of which it was specifically given.

19. These conditions shall apply to each contract for the insertion of an advertisement together with such additional relevant conditions as are set out elsewhere in the Publisher's rate card and in the event of any variations or inconsistency between these conditions and such other conditions, these conditions shall prevail.

20. For your protection calls to and from the Publisher may be recorded.

21. The contract which incorporates these conditions shall be construed under and governed by the law of England and the parties hereby irrevocably agree that the courts of England shall have exclusive jurisdiction to resolve any controversy or claim of whatever nature arising out of or in relation to this contract or breach thereof.

22. As part of its normal business procedure the Publisher reserves the right to make searches and/or other enquiries about the Buyer using the services of credit reference agencies. The Buyer hereby acknowledges that such enquiries may be made and that agencies may well keep copies of the searches which will be shared with other businesses.

23. The placing of an order for the insertion of an advertisement shall amount to an acceptance of these conditions and any conditions stipulated on an order form or elsewhere by the Buyer shall be void insofar as they are inconsistent with these conditions.

24. In the case of any advertisement placed by an advertising agency and/or the media buyer, the Advertiser, the Advertiser's advertising agency, and/or the Advertiser's media buyer shall as applicable each be a party to the contract in respect of the insertion of such advertisement and shall be jointly and severally liable to the Publisher in respect of all matters arising under the contract. The Advertiser's advertising agency and/or the Advertiser's media buyer shall be responsible for making the Advertisers aware of such liability and shall be deemed in all circumstances to be the agent of the Advertiser.

## Data Protection

Telegraph Group Limited, its group of companies and The Spectator (1828) Limited will use the information you provide when inserting an advertisement to contact you via mail or telephone, about special advertising rates and features that we may offer from time to time. Please contact The Telegraph or email [data.protection@telegraph.co.uk](mailto:data.protection@telegraph.co.uk) with any queries.



# Contacts

## The Daily Telegraph

## The Sunday Telegraph

All the following based at Head Office 020 7538 5000

Executive Director **Dave King**  
dave.king@telegraph.co.uk

Head of Trading **Jim Freeman**  
jim.freeman@telegraph.co.uk

Display Advertisement Director **Jonathan Wilson**  
jonathan.wilson@telegraph.co.uk

Classified Sales Director **Stephen Dunk**  
stephen.dunk@telegraph.co.uk

Regional/Client Development Director based at Manchester office **Tedd Walmsley**  
0161 876 8000  
tedd.walmsley@telegraph.co.uk

Display Advertisement Manager **Ken Breen**  
ken.breen@telegraph.co.uk

Agency Sales Manager Magazine **Vanessa Welham**  
vanessa.welham@telegraph.co.uk

International Advertisement Manager **Nick Edgley**  
nick.edgley@telegraph.co.uk

Production Director **Mark Fletcher**  
mark.fletcher@telegraph.co.uk

## telegraph.co.uk

Group Head of Advertising & Sponsorship **Gerson Barnett**  
gerson.barnett@telegraph.co.uk 020 7531 3232

## Weekly Telegraph

Advertisement Manager **Julie Bridge**  
julie.bridge@telegraph.co.uk 020 7531 3290

## Commercial Development Team

For integrated/creative commercial campaigns and additional opportunities to those listed in this Rate Card, please contact:  
**Sarah Newton** 020 7531 3341  
sarah.newton@telegraph.co.uk

## Classified Directory

Announcements 020 7531 3000  
announcements.ads@telegraph.co.uk

Recruitment 020 7531 3001  
recruitment.ads@telegraph.co.uk

Property 020 7531 3002  
property.ads@telegraph.co.uk

Gardening 020 7531 3003  
gardening.ads@telegraph.co.uk

Travel 020 7531 3004  
travel.ads@telegraph.co.uk

Motoring 020 7531 3005  
motoring.ads@telegraph.co.uk

Business-to-Business 020 7531 3006  
business.ads@telegraph.co.uk

Education 020 7531 3007  
education.ads@telegraph.co.uk

Shopping 020 7531 3008  
shopping.ads@telegraph.co.uk

Emporium 020 7531 3009  
emporium.ads@telegraph.co.uk

Fine Arts & Auctions 020 7531 3010  
finearts.ads@telegraph.co.uk

Entertainments 020 7531 3014  
entertainments.ads@telegraph.co.uk

## Offices

### Telegraph Group Limited

1 Canada Square, Canary Wharf, LONDON E14 5DT  
tel: 020 7538 5000  
fax: 020 7513 2515

Longbridge Road, Trafford Park, MANCHESTER M17 1SL  
tel: 0161 876 8000  
fax: 0161 848 7824

**The Daily Telegraph**

**weekend**

**arts+books**

**your money**

**sport**

**travel**

**property**

**Business2+jobs**

**gardening**

**motoring**

Telegraph magazine

**television&radio**

**The Sunday Telegraph**

**Review**

**Business**

**House & Home**

**Money & Jobs**

**Sport**

**Travel**

**The Sunday Telegraph Magazine**

**TV&RADIO**

**Weekly Telegraph**

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