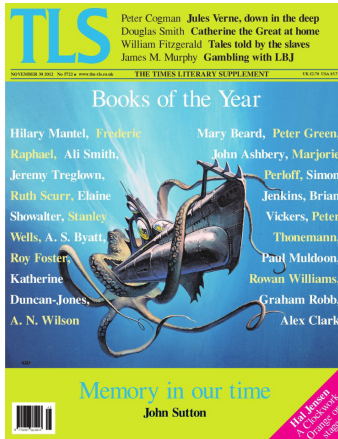


TLS



2013

RATE CARD



"In an era when advertising budgets are consistently squeezed we've held fast to our TLS advertising as a tried-and-tested means of highlighting the very cream of our publishing to the perfect target audience."

Katherine Hellier, Marketing Manager, Oxford University Press

"To successfully publish the Fortnightly Review's new series online, we needed to find an advertising partner who could help us reach a very diverse but appropriate audience. We found our opportunity in the TLS. The impact of our classified fractional advertisement was immediate and pronounced, and at an extremely economical cost. We intend to continue this relationship into the foreseeable future."

Denis Boyles, Editor, The Fortnightly Review

2013

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 2000 each year. The TLS allows you to reach over 100,000 intelligent and affluent readers with a single, well-targeted message.

The TLS

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London

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Telephone: +44 20 7782 4975

Display: jonathan.drummond@the-tls.co.uk

Classified: lucy.smart@the-tls.co.uk

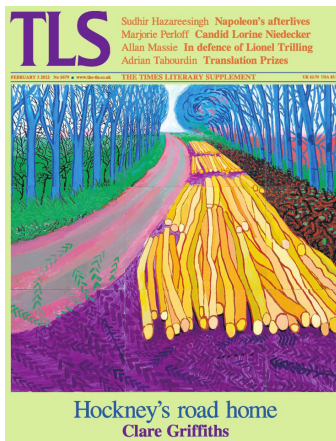
www.the-tls.co.uk

The TLS has an ABC audited circulation of 30,834 (January - June 2012)

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 SPECIAL FEATURES 2013

JANUARY

- 4 General
- 11 Scottish Literature
- 18 Middle Eastern Studies
- 26 Theatre

FEBRUARY

- 1 Reference Books
- 8 Shakespeare
- 15 History
- 22 Jewish Studies

MARCH

- 1 Philosophy
- 8 Spring Books
- 15 Politics
- 22 Fiction
- 29 Religion

APRIL

- 5 Biography
- 12 Art History
- 19 Cultural Studies
- 26 Poetry

MAY

- 3 Music
- 10 Social Studies
- 17 Russian / Slavic Literature
- 24 Literary Criticism
- 31 Ancient History

JUNE

- 7 Irish Literature
- 14 University Presses
- 21 Summer Books / Independent Publishers
- 28 Medieval Studies

JULY

- 5 European Literature
- 12 Anthropology
- 19 Psychology
- 26 Sport

AUGUST

- 2 Science
- 9 Performing Arts
- 16/23 Autumn Books
- 30 Literary Criticism

SEPTEMBER

- 6 Classics
- 13 American Literature
- 20 History
- 27 Economics and Politics

OCTOBER

- 4 Social Studies
- 11 Fiction / Frankfurt
- 18 Philosophy
- 25 Art and Architecture

NOVEMBER

- 1 Learned Journals
- 8 Poetry
- 15 Christmas Books / Independent Publishers
- 22 Biography
- 29 International Books of the Year

DECEMBER

- 6 Bibliography
- 13 Religion
- 20/27 Food and Drink

DISPLAY

Mono:

Full Page	£2,992
Half Page	£1,496
Quarter Page	£748
Eighth of Page	£374
Minimum 3cm x 6.3cm	£66

(all above example sizes and prices are exclusive of VAT)

Single Column cm £22+VAT

To calculate the cost of alternative sizes:

Sc rate x height in cm x number of columns
eg 22 (sc) x 17 (cm height) x 2 (columns) =
£748+VAT

Series bookings:

Special offers available.

Page Dimensions:

340mm in height x 264mm in width
Total columns: 4
Column length: 340mm

Column Widths:

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

Colour is available:

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

Mechanical Data:

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

Deadlines:

Publication date: every Friday

Booking and copy deadline: Friday 12 noon
GMT, week before publication date.

Online:

Two MPU slots

Appear on every page of the TLS website
Fixed position

Time periods and prices (exclusive of VAT):

One week:	£500
Two weeks:	£900
Three weeks:	£1,200
Four weeks:	£1,400

Please contact Jonathan Drummond
Email: jonathan.drummond@the-tls.co.uk
Tel: +44 20 7782 4975

CLASSIFIED

Classified

Single column centimetre (scc) rate £15+VAT

Series deal (scc) rate £11 +VAT

Example sizes and prices (exclusive of VAT)

Full page	£2,400
Half page	£1,200
Quarter page	£600
Eighth page	£300
Smallest box	£45

To calculate the cost of an advertisement:

scc rate x height x number of columns

e.g. 15 (scc) x 3 (cm height) x 1 (column) =
£45+VAT

Classified Lineage

£4 per line

£3 per line for series deal

approximately 6 / 7 words per line

Page Dimensions

Page length: 320mm

Page width: 264mm

Total columns: 5

Column Widths:

1 column	50mm
2 columns	103mm
3 columns	157mm
4 columns	210mm
5 columns	264mm

Deadlines:

Publication date: every Friday

Booking deadline: Friday 12 noon GMT,
week before publication date.

Copy deadline: Friday, week before
publication date

Copy Instructions (Display & Classified):

Option 1: Send a hi-resolution PDF by email. PDF files need to be set to the correct dimensions with no trim or bleed marks, use CMYK colour only, and have a maximum ink weight of 240% in order to be accepted by our system.

Option 2: Send text in an email or Word document, with any logos / images as hi-res jpeg files, and we can create and advert for you free of charge. Please be aware that this is only a basic design service.

Please contact Lucy Smart
Email: lucy.smart@the-tls.co.uk
Tel: +44 20 7782 4974