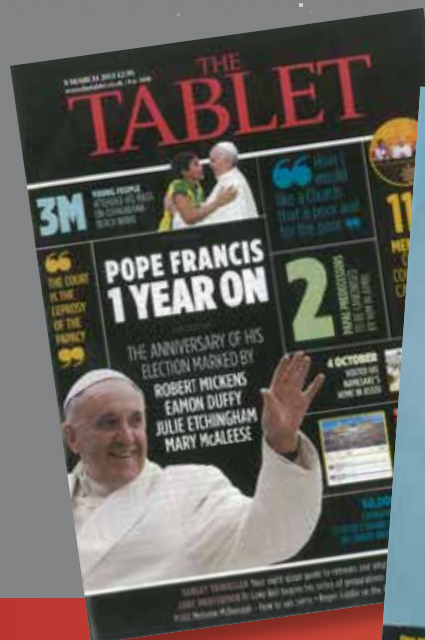
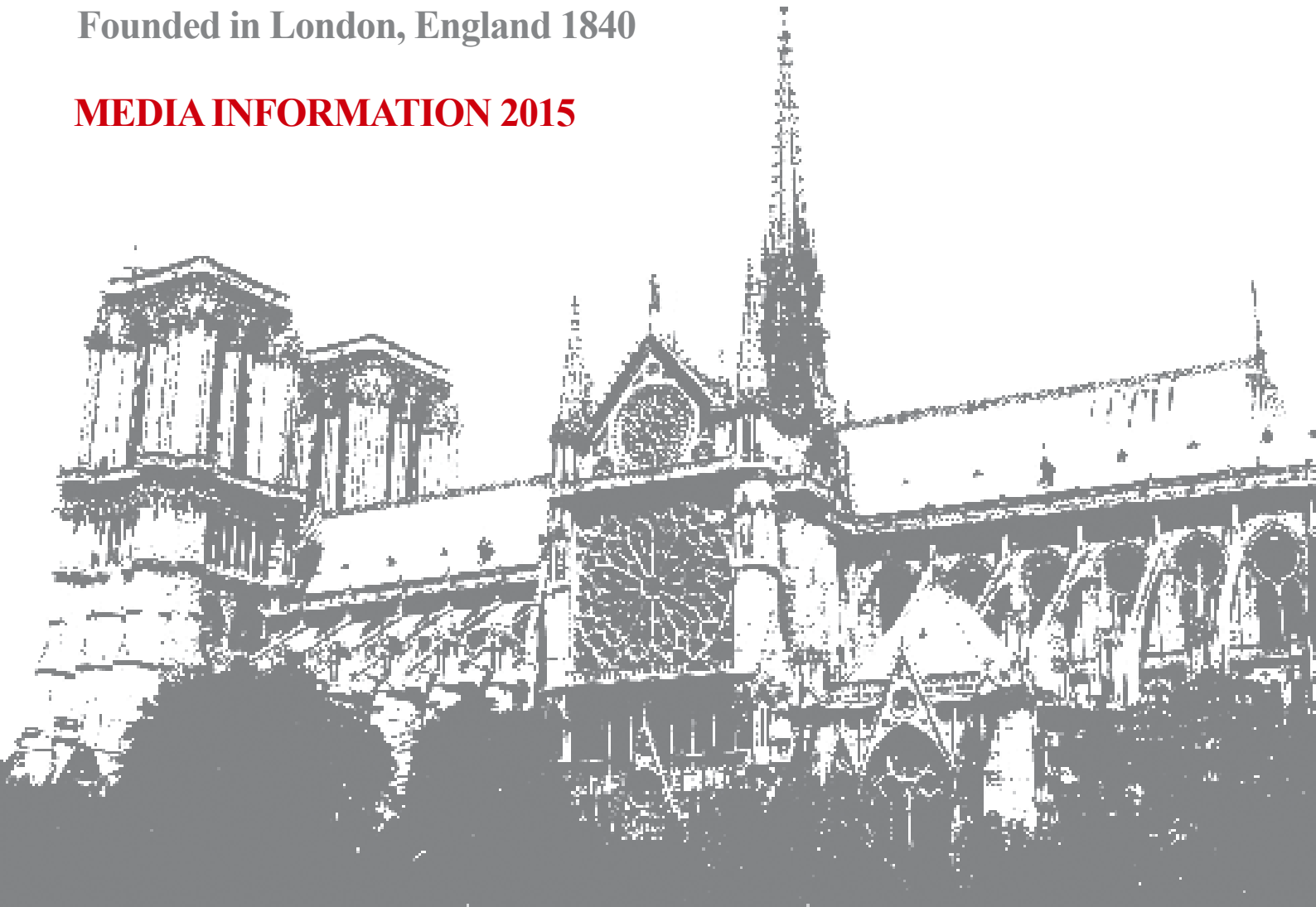


THE TABLET

Founded in London, England 1840

MEDIA INFORMATION 2015



reductive

Introduction

The Tablet is considered essential reading by 20,345 (ABC Jan–Dec 2014) English speaking purchasers in over 150 countries. It is published weekly ‘for intelligent Catholics’ who seek information on religious affairs, politics, society, literature and the arts in the light of Catholic principles and belief.

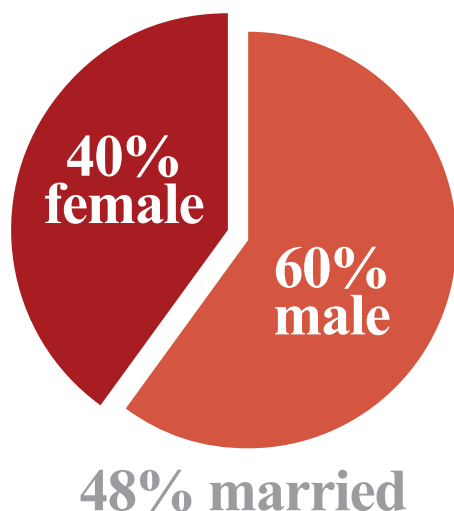
Founded in London in May 1840, this international Catholic weekly is regarded as a journal of record like Hansard, the parliamentary report. 70,000 readers comfortably reflect a sought-after audience over the age of fifty—educated AB’s in higher income brackets and with greater disposable incomes.

90%
of readers have taken
action as a result of
seeing an advert in
The Tablet



Reader Demographics

The Tablet has an ABC audited circulation of 20,471 and is delivered directly to 17,431 households with the remaining balance bought from churches and news stands. In June 2009 The Tablet sent out a readership questionnaire which generated the following results.



80% of readers have degrees

95% of readers are ABC1

68% of readers are involved in charity work

56% of The Tablet's recruitment adverts are Educational posts

On average, readers have been purchasing The Tablet for **12 years**

84% of readers subscribe to the magazine

90% of readers have taken action as a result of seeing an advert in The Tablet

Each copy read for more than **2 hours**

70,000 literate readers with broad interests

Content

Each issue of The Tablet carries regular articles and topics from leading journalists, authors, politicians, academics and theologians. Clifford Longley, Nicholas Pyke, Peter Stanford, Christopher Howse, Ann Wroe and Fr Daniel O’Leary are among regular columnists who comment on topical – and sometimes controversial – issues through our pages. In addition to the main cover stories and features, there is regular coverage of the arts and books, together with international and domestic news about religion.

Supplements 2015

- Winter Education Issue – 14 February
- Retreats & Pilgrimages Issue – 7 March
- St Patrick's Day Issue – 14 March
- Spring Education Issue – 21 March
- Easter Issue – 4 April
- Spring Books – 18 April
- Elderly Living Choices – 2 May
- Summer Education – 16 May
- Pentecost Edition – 23 May
- Retreats & Pilgrimages Issue – 20 June
- USA Independence Day & Usa Universities – 4 July
- Business Ethics And Ethical Investement – 1 August
- Schools & University Education – 19 September
- Autumn Books – 26 September
- Autumn Education Issue – 24 October
- Christmas Gifts & Books – 7 November
- Retreats & Pilgrimages Issue – 21 November
- Christmas Double Issue – 19 Dec



Display Rate Card 2015

Display sizes and Rates

Size	Dimensions (H X W)	Full Colour
Double page spread	264mm x 394mm	£2,995
Full page (Inside Back Cover)	264mm x 185mm	£1,795
Full double column	264mm x 122mm	£1,125
Half page (horizontal)	130mm x 185mm	£895
Full single column	264mm x 59mm	£680
Half double column	130mm x 122mm	£680
Half single column	130mm x 59mm	£350
Colour cm rate		£26 per single column centimetre

Display Discounts:

- Series discount on 5 to 9 insertions - **10%**
- Series discount on 10 or more insertions - **15%**
- Agency commission - **10%**

Classified Rates:

Single column centimeter (minimum 2cm deep)
£26

Classified Advertising Column Sizes:

- 1 column - 43mm wide
- 2 columns - 90mm wide
- 3 columns - 137mm wide
- 4 columns - 185mm wide

Classified Advertising Discounts:

- Series discount on 10 or more insertions - **10%**
- Agency commission **10%**
- Prepayment is required on all classified advertisements

Inserts:

Available either loose or bound. Rates from
£85 per thousand, POA.

Online Rates:

Standard horizontal banner **£180/week**
Sponsorship of the e-newsletter **£295/week**

Skyscrapers/buttons are also available POA.

Digital ads and newsletter sponsorships are placed on a weekly basis, from Friday to Friday.
Copy deadline is 10 days prior.

Recruitment Rates

Size	Price*	Extras
Full Page & Leaderboard	£3,000	Listing up to 4 weeks 50% off next booking
Half Page & Skyscraper	£2,000	Listing up to 4 weeks 20% off next booking
Quarter Page & Featured Recruiter	£1,100	Listing up to 4 weeks 10% off next booking
Eighth & Listing	£600	Listing up to 6 weeks

Online Advertising Sizes & Rates

Online ad size	Price* & Duration	Pixel Specification
Header banner	£180 per weeks	515x75
Footer banner	£157 per week	515x75
Main copy banner	£157 per week	550x80
Skyscrapers	£289 per week	230x230

The screenshot displays the homepage of 'THE TABLET' website. At the top, there is a navigation bar with links for Home, News, Features, Comment, Ads, About us, Archive, Jobs, Student zone, Subscribe, Advertise, and Help. A search bar is located in the top right corner. Below the navigation bar, the main content area is divided into several sections:

- Header Banner:** A large banner at the top with the title 'THE TABLET' and the tagline 'The International Catholic News Weekly'. It includes a search bar and social media icons.
- Main Copy Banner:** A section below the header with several article teasers, including 'Confusion as divisions deepen within hierarchy over Communion for remarried divorcees' and 'Re-evangelise or die out, Church of England Bynod warned'.
- Skyscrapers:** Vertical sidebar ads on the right side of the page, including 'LATEST ISSUE: 14 NOVEMBER 2013' and 'THE TABLET Annual subscription'.
- Texts, Speeches and Homilies:** A section with short articles and quotes, such as 'Nuncio gives "Francis-style" criteria for bishops'.
- Features:** A section with longer articles, including 'Kennedy: the man who led Catholics to a new frontier'.
- Parish Practice:** A section with practical advice for parishes, such as 'Bodily into mission mode'.
- Books & Arts:** A section with book reviews and art pieces, including 'Pope Francis: a life'.
- Footer:** A red banner at the bottom with contact information and copyright details: '© The Tablet Publishing Company 2013. All Rights Reserved'.



Technical Specifications

Terms and Conditions of Advertising

All advertisements are accepted subject to the PPA's Standard Conditions of Acceptance. All advertising costs are subject to VAT at the current rate. The Tablet reserves the right not to publish an advertisement which has been submitted for publication at any time at the Editor's discretion.

While every care is taken in the preparation of artwork, The Tablet cannot be held responsible – or accept responsibility – for any errors due to third parties, sub-contractors or inaccurate copy instructions.

Advertising rates are subject to change from time to time, and occasionally without any prior notice. However, any advertising booked prior to a price increase will be charged at the lower rate. Advertisement proofs are not provided unless specifically requested.

Artwork designed and/or prepared by The Tablet for publication in the newspaper remains the property of The Tablet. Advertisers commissioning artwork cannot use this in any other publication without prior written consent of The Tablet, which owns the copyright.

Complaints regarding the reproduction of any advertising must be reported, in writing, within 14 days of publication date.

The Tablet reserves the right to make any necessary changes to the format of the publication and any subsequent reasonable alterations without prior notice to the advertiser

Technical Specifications for Print Artwork

Please supply a PDF at 2,400 dpi and ensure it is version 1.3 or above. Image resolution must be at least 300 dpi. Colour mode

CMYK. Avoid four-colour black text. Black text should be K: 100%. All fonts must be embedded and subset. Quark and InDesign files can also be accepted. PDF's from Microsoft products are not high resolution, and will therefore have to be reset.

Technical Specifications for Online Artwork

Standard horizontal banner 60 pixels high x 500 pixels wide (72 dpi resolution with a URL address – 'gif' format if animated or 'jpg' if static) – colour mode: RGB

Sponsorship of the e-newsletter 250 x 500 pixels E-newsletter advert: 50 words maximum plus image @ 72 dpi minimum with a URL address.

Deadlines

All advertising copy should be supplied 10 working days prior to Saturday cover date. The booking deadline is 11 working days prior.

Cancellation of Advertisements

Cancellation of any advertisement must be made, in writing, no less than 20 working days prior to cover date. Terms and conditions for booking advertisements shall be governed in accordance with UK law.

Contact Details

Advertising Sales (Display, online & inserts)

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Production

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