

# THE Sun

## DISPLAY ADVERTISING RATE CARD SPRING 2015



# WHY CHOOSE THE SUN?

The Sun reaches 7.3m readers, more than any other UK newspaper and delivers a daily multiplatform audience of over 8.8m people across its print and online titles<sup>1</sup>

It has an average daily circulation of over 2.5m and is the most popular daily newspaper in the UK, selling more copies than The Daily Mirror, The Daily Star and The Daily Express combined<sup>2</sup>

The Sun reaches over 2.6m ABC1 readers<sup>3</sup>

The Sun reaches more males under 35 than The Daily Mail, Daily Mirror and Daily Star combined and is read by 1.3 million female shoppers with kids per day, more than any other newspaper<sup>3</sup>

£1 in every £7 spent on groceries is spent by a Sun reader<sup>4</sup>

There were over 26.5m visitors to the Sun website in September 2012 spending on average over 12 minutes browsing the site<sup>5</sup>



1. Independently verified by PWC, February 2012; figures have been adjusted to remove duplication across platforms. Based on a YouGov panel of 1,487 respondents; excludes Sun on Sunday; includes unique browsers across all four websites (thesun.co.uk, page3.com, dreamteamfc.com and fabulousmag.co.uk); 2. ABC data, Average Net Circulation, Apr - Sept 2012; 3. NRS, June 2012; 4. TGI GB, March 2012; 5. Omniture Discover, Sept 2012



Size	National	North	South	Scotland
Full page	£55,502	£25,845	£40,851	£9,282
Half page	£30,526	£14,215	£22,468	£5,105
25x4	£23,000	£10,710	£16,929	£3,846
SCC	£233	£108	£172	£39

## Sizes and specifications

For up-to-date sizes, specifications, full terms & conditions and detailed instructions on how to supply artwork for your advertisements visit: [niadhlp.co.uk](http://niadhlp.co.uk)



Each copy split will be charge at 10% on the cost of any advertisement. All rates shown are exclusive of colour reproduction charges and VAT and apply to UK editions only. Full Scottish and Republic of Ireland rate cards are available on request.

Please note that all ad bookings are made subject to our

terms and conditions of advertising, which are available at [www.niadhlp.com](http://www.niadhlp.com). Booking an ad will be deemed to be acceptance of those terms and conditions.

Terms and conditions cannot be varied except with our explicit agreement. Further production details are also available at this address.

Final prices can be influenced by factors including (but not limited to):

- Multiplatform bookings
- Volume commitments
- Delivery parameters
- Booking lead time



Please call the Sun sales team on: 020 7680 6161



Premium advertising positions <sup>1</sup>	Multiplatform elements	Price
Four page full paper colour wrap <sup>2†</sup>	One day HPTO (formats and carousel)	Price on application
Full colour page, guaranteed page 6 <sup>2*</sup>	One day HPTO (formats and carousel)	£75,000
Sport Roadblock (5x21) - Back page strip (5x7) with strip across inside back spread (5x14) <sup>2</sup>	One day Sport index takeover	£37,250
Front half page advertorial		Price on application
Inside back spread (20X2) <sup>2</sup>	One day Sport index takeover	£10,000

<sup>1</sup> Booking deadline for all premium positions is minimum two weeks prior to publication.

<sup>2</sup> Core specials only available as part of a multi-platform package.

† Only available to The Sun's top 20 advertisers (FY12 revenue) \* Only available one day per week.



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Homepage T/O	
Leader, MPU & Overlay	£17,000
Leader, MPU & Gutters	£22,000
Leader, MPU & Carousel	£28,000
Page Morph	£35,000

Creative	ROS (cpm)	Channel (cpm)
Leaderboard	£8	£10
MPU	£10	£12
Overlay	£15	£20
Video InSkin	£20	N/A

Channel T/O (Leader, MPU & Overlay)	
Motors	£1,500
Showbiz	£2,500
Bizarre	£2,000
Sport	£2,250
Football	£3,000
News	£3,000
TV	£1,750

Mobile	Cost
2 weeks tenancy	£15,000
Banner advert (impression based campaign)	£10cpm



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Size	Rate
Full page	£31,000
Double Page Spread	£58,900

Special advertising positions	Rate
Inside front cover	£35,500
Outside back cover	£59,500

Note: publication day is Saturday. Inserts rates based on all inserts being below 70g in weight. Postcode targeting £10/000 surcharge on top of stated rates All other positions, price on application. The AB copy split will be charged at 10% on the cost of any advertisement. All subject to availability. All rates show are exclusive of colour reproduction charges and VAT and apply to the UK editions only. Volumes by regions available on request.

### Sizes & specifications

For up-to-date sizes, specifications, full terms & conditions and detailed instructions on how to supply artwork for your advertisements visit: [www.niadhelp.co.uk](http://www.niadhelp.co.uk) or scan the QR code



Please call the Magazine team on: 020 7680 6161



Size	Rate
Full page	£37,400

Note: publication day is Sunday. All other positions, price on application. The AB copy split will be charged at 10% on the cost of any advertisement. All subject to availability. All rates show are exclusive of colour reproduction charges and VAT and apply to the UK editions only. Volumes by regions available on request.

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Special advertising positions	Rate
Inside front cover	£40,800
Inside back cover	£40,800
Outside back cover	£51,000
1st double page spread	£77,250
1st right hand	£40,800
Front half with specification e.g. right hand or feature	£38,250
Front half or relevant e.g. Food	£37,400
Run of magazine	£34,000
Advertorial	Display page rate + 25% & £1550 net production per page



Please call the Fabulous sales team on: 020 7680 6161



Volume	Pagination					
Volume	2-4pp	4-8pp	8-12pp	12-16pp	16-24pp	24pp+
150 - 750K	£36.00	£38.00	£40.00	£42.00	£44.00	POA
751 - 2000K	£34.00	£36.00	£38.00	£40.00	£42.00	POA
2001 - 3000K	£32.00	£34.00	£36.00	£38.00	£40.00	POA
3001K+	£30.00	£32.00	£34.00	£36.00	£38.00	POA

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Postcode targeting £10/000 surcharge on top of stated rates.

Note: TV Mag is published every Saturday; Fabulous is published every Sunday.

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