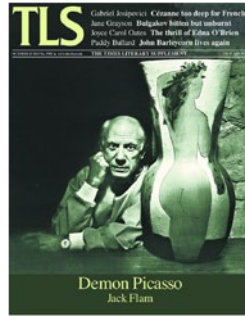
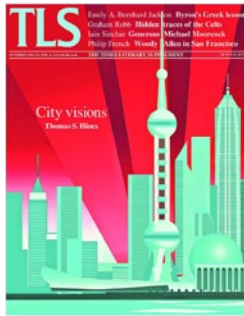


# TLS



# 2014

---

## RATE CARD

## TLS SPECIAL FEATURES 2014

### JANUARY

- 3 General
- 10 Scottish Literature
- 17 Middle Eastern Studies
- 24 Theatre
- 31 Reference Books

### FEBRUARY

- 7 Poetry
- 14 History
- 21 Jewish Studies
- 28 Philosophy

### MARCH

- 7 Spring Books
- 14 Biography
- 21 Fiction
- 28 Cultural Studies

### APRIL

- 4 Art History
- 11 Politics
- 18 Religion
- 25 Shakespeare

### MAY

- 2 Music
- 9 Science
- 16 Russian / Slavic Studies
- 23 Literary Criticism
- 30 Ancient History

### JUNE

- 6 Irish Literature
- 13 Summer Books
- 20 University Presses
- 27 European Literature

### JULY

- 4 Medieval Studies
- 11 Anthropology
- 18 Psychology
- 25 Sport

### AUGUST

- 1 US Literature
- 8 Performing Arts
- 15 Literary Criticism
- 22 Autumn Books double issue

### SEPTEMBER

- 5 Classics
- 12 Science
- 19 History
- 26 Economics and Politics

### OCTOBER

- 3 Frankfurt
- 10 Social Studies
- 17 Philosophy
- 24 Art and Architecture
- 31 Learned Journals

### NOVEMBER

- 7 Poetry
- 14 Christmas Books
- 21 Biography
- 28 International Books of the Year

### DECEMBER

- 5 Bibliography
- 12 Religion
- 19 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:**

Scc rate x height in cm x number of columns  
eg 22 (scc) 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

### **TLS App:**

Please email for details

**Please contact Jonathan Drummond**  
**Email: [jonathan.drummond@the-tls.co.uk](mailto: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](mailto:lucy.smart@the-tls.co.uk)

Tel: +44 20 7782 4974

# 2014

## 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**  
**3 Thomas More Square**  
**London**  
**E98 1BS**  
**Telephone: +44 20 7782 4975**  
**Display: [jonathan.drummond@the-tls.co.uk](mailto:jonathan.drummond@the-tls.co.uk)**  
**Classified: [lucy.smart@the-tls.co.uk](mailto:lucy.smart@the-tls.co.uk)**  
**[www.the-tls.co.uk](http://www.the-tls.co.uk)**

The TLS has an ABC audited circulation of 28,041 (January - June 2013)





*"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