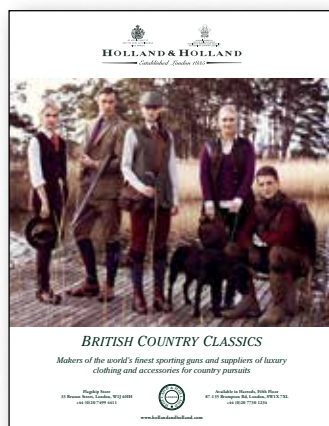


# The Telegraph



## Media Schedule 2018-2019

Collection of publications distributed with *The Sunday Telegraph* will include:

### The Good Life

Highlighting retirement planning and investments, the nation's best specialist clinics and lifestyle trends.

### The Event

An essential guide for readers, offering an informative catalogue of where to turn when booking events.

### Countryside Experience

Focusing on an active appreciation of the British countryside, rural living and activities.

### Best of British

A celebration of what makes Britain great - from souvenirs and craftsmanship to top attractions.

### Arts, Antiques & Collectibles

Serves as an essential guide to the world of Arts, Antiques & Collectibles.

### Christmas Inspiration

Recommendations to help make Christmas truly memorable, including gift ideas and days out.

### Food & Drink

Food and beverages from around the globe.

## Rate card

|   |         |
|---|---------|
| Double-page spread                                      | £13,950 |
| One full-colour page                                    | £7,950  |
| Half page   | £3,950  |
| 15% premium for advertorial features                    |         |
| Premium position sponsorship is subject to availability |         |

## Distribution



255,000 printed copies distributed



210,000 electronic copies



Distributed South of Sheffield. i.e. Central, Anglia, South East, South, South West England and London regions



## Demographics

### Social grade

|     |     |      |
|-----|-----|------|
| AB  | C1  | C2DE |
| 59% | 28% | 13%  |

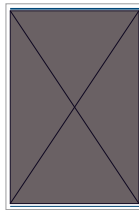
### Gender

|     |     |
|-----|-----|
| 51% | 49% |
|-----|-----|

### Age

|       |     |
|-------|-----|
| 15-24 | 7%  |
| 25-34 | 8%  |
| 35-44 | 9%  |
| 45-54 | 12% |
| 55-64 | 17% |
| 65+   | 48% |

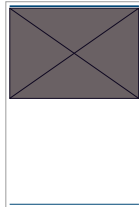
## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

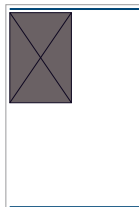
- Height 338mm
- Width 265mm



### HALF PAGE

#### DIMENSIONS

- Height 157mm
- Width 265mm

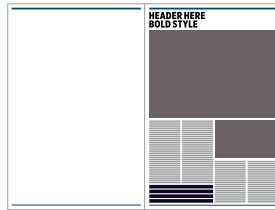


### QUARTER PAGE

#### DIMENSIONS

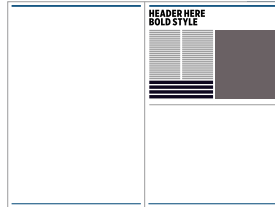
- Height 157mm
- Width 131mm

## Advertorial feature requirements



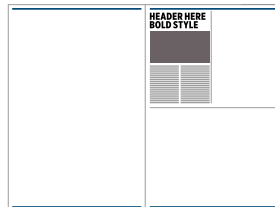
### FULL PAGE

- Headline: 10-30 characters
- Main body copy: 480-530 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 2-5 high resolution images\*



### HALF PAGE

- Headline: 10-30 characters
- Main body copy: 160-350 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images\*



### QUARTER PAGE

- Headline: 10-30 characters
- Main body copy: 120-150 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images\*

## SUPPLYING FINAL ARTWORK

### NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. TEL18\_YOURCLIENTNAME.pdf

### DIGITAL FILE SPECIFICATIONS

- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

### FILE TRANSFER

Files less than 8Mb can be emailed directly to production@aplmedia.co.uk. For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

## ADVERTORIAL SUBMISSIONS

### DESIGN PROCESS

Once all material is submitted according to specification. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserve the right to make changes to make grammatical changes and corrections to ensure it meets house style.

### APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600†. The service provided is outlined in this Media Pack and online.

### IMAGE SPECIFICATIONS

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.

\*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour