

# THE Event



Distributed with The Sunday Telegraph

*The Event* is a full-colour newspaper distributed with *The Sunday Telegraph* that's packed with inspiring content on all the latest venues, events and places to go throughout the UK. Ideal for businesses planning ahead for corporate events and individuals looking for that perfect day out, *The Event* covers everything from upcoming exhibitions to the UK's trendiest hotspots.

With so much happening in the way of entertainment, and a wealth of attractions on offer in the capital and beyond, it can sometimes be a little overwhelming trying to decide which sights and spots to add to your list. *The Event* acts as an essential guide for readers, offering an informative catalogue of where to turn when booking events — from

business meetings to family get-togethers, and every social occasion in between.

From old-favourite haunts to cutting-edge new venues, *The Event* will provide readers with a comprehensive collection of not-to-be-missed hotspots, plus features on everything from the best restaurants and eateries, to romantic hideaways and days out to add to

your diary. Also, in the wake of Harry and Meghan's nuptials, get some inspiration on planning the perfect wedding.

Published in the middle of June, this paper reaches readers just as the weather is heating up and when they're organising events for a spectacular summer, as well as making plans for the rest of the year ahead.

## Editorial features

### Dates for the calendar

Get the lowdown on this summer's biggest events: everything from festivals, flower shows and race days to culinary shows and fairs not to be missed

### Charity challenges & sporting spectacles

Push yourself to the limits, take up a challenge or get involved with an event — all in the name of raising money for charity

### The ultimate venue

Only the cream of the crop of the south of England's venues make the edit: the top spots for weddings, birthdays and bar mitzvahs

### Christmas parties & corporate events

Organising a corporate event or office party? Make a lasting impression with these carefully chosen unique and iconic venues

### Cultural days out & experiences

Top theatres, galleries and museums — plus all the latest exhibitions and festivals in the UK and around the world

## 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



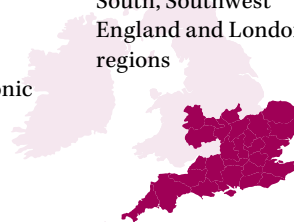
255,000 printed copies



Distributed South of Sheffield. i.e. Central, Anglia, Southeast, South, Southwest England and London regions



210,000 electronic copies

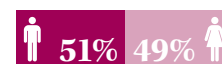


## Demographics

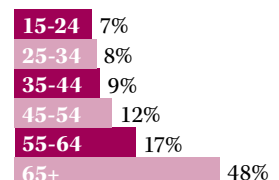
### Social grade

AB	C1	C2DE
59%	28%	13%

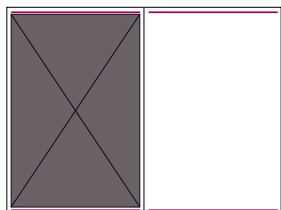
### Gender



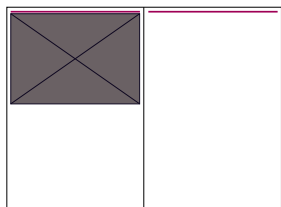
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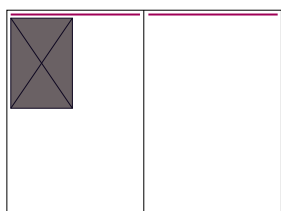
## Advertisement sizes



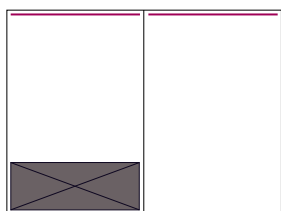
**Full page**  
Height 338mm  
Width 265mm



**Half page**  
Height 157mm  
Width 265mm



**Quarter page**  
Height 157mm  
Width 131mm



**Quarter strip**  
Height 77mm  
Width 265mm

## 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. TEV0518\_YOURCLIENTNAME.pdf

### Digital file specifications

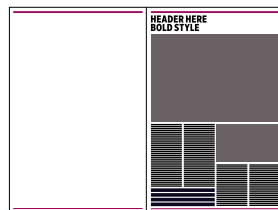
- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher 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.

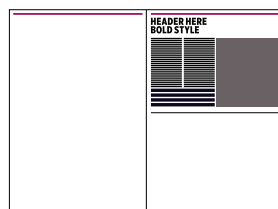
### File transfer

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

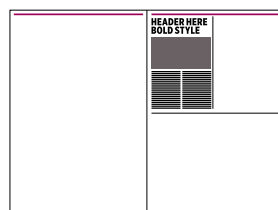
## Advertorial feature requirements



**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\*

## 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<sup>†</sup>. 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