

Understanding Gut Health

Publication date

April 9, 2018

Copy deadline

March 26, 2018

Readership

1,050,000 +

Circulation

Print: 436,692 (excludes SCT & NIR)

Tablet: 81,000 active daily downloads

Format

Newsprint - compact

Pages

16

Understanding Gut Health

Distributed in **THE**  **TIMES**

A word from the publisher...

Thanks to years of unhealthy eating and chronic stress most of us have impaired gut health. Furthermore recent research has uncovered an intricate web connecting our gut flora to virtually every process in our body. Consequently, imbalances in our microbial communities have been implicated in countless health issues and diseases. Is this common knowledge? Or is the well-being of our gastrointestinal system still routinely overlooked by the general public and many of our medical practitioners?

Through a series of in-depth articles written by industry journalists this 16pg report will amalgamate leading voices and provide *The Times* readers with the most current analysis, developments and commentary on gut health - a resource designed for both a medical professional and health consumer audience.

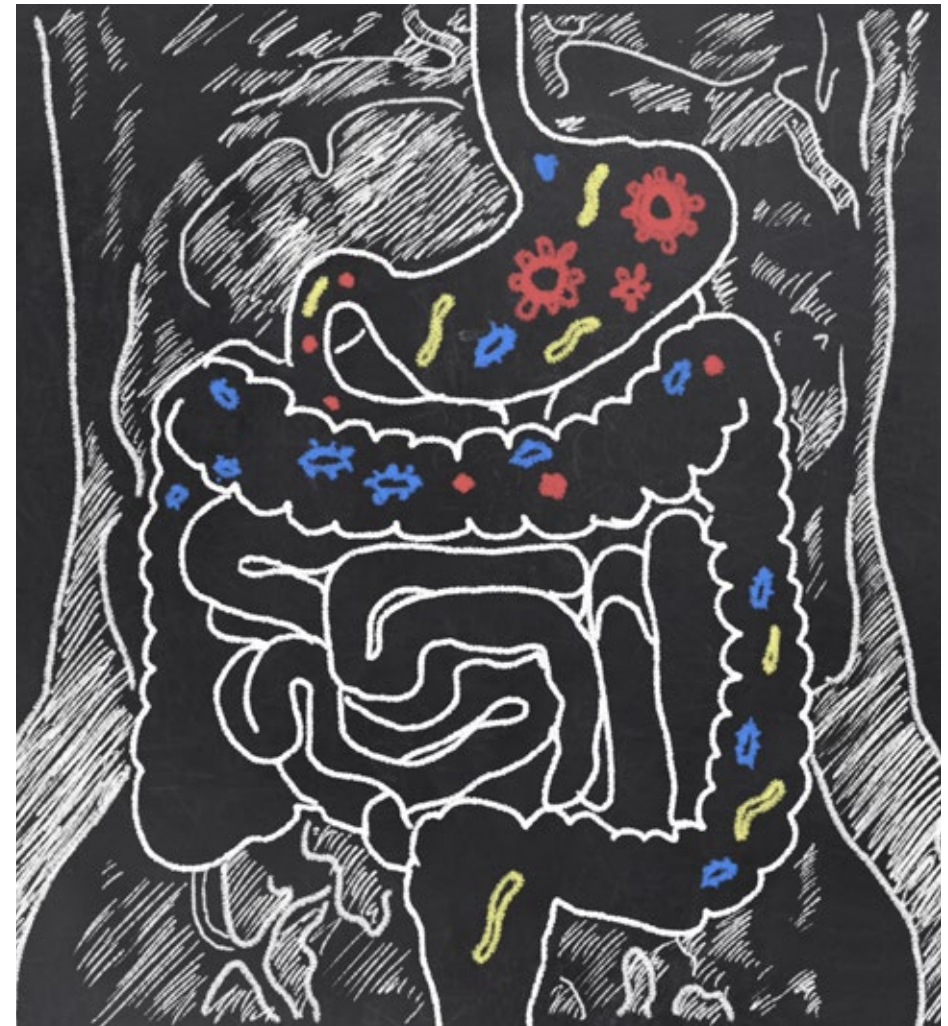
Understanding Gut Health will celebrate the work that the pioneers in the field have achieved over the last decade in helping us to understand the impact our gut microbiome has on human physiology, psychology, metabolism, nutrition and immune function. We will shine a light on today's means of restoring and maintaining a healthy gastrointestinal system, and explore whether R&D into the manipulation of one's

microbiome could lead to a radical new method of treating many of our modern maladies. Furthermore this report will provide an invaluable platform upon which industry and academia can reach out to the unparalleled Times audience in order to inform them of their developments and support in this crucial space. **Raconteur will publish Understanding Gut Health** in *The Times* newspaper on April 9th 2018.

I would welcome the opportunity to answer any questions that you may have about editorial content, advertising options and the R.O.I you can expect from involvement.

Paul Ettinger
Publishing Manager

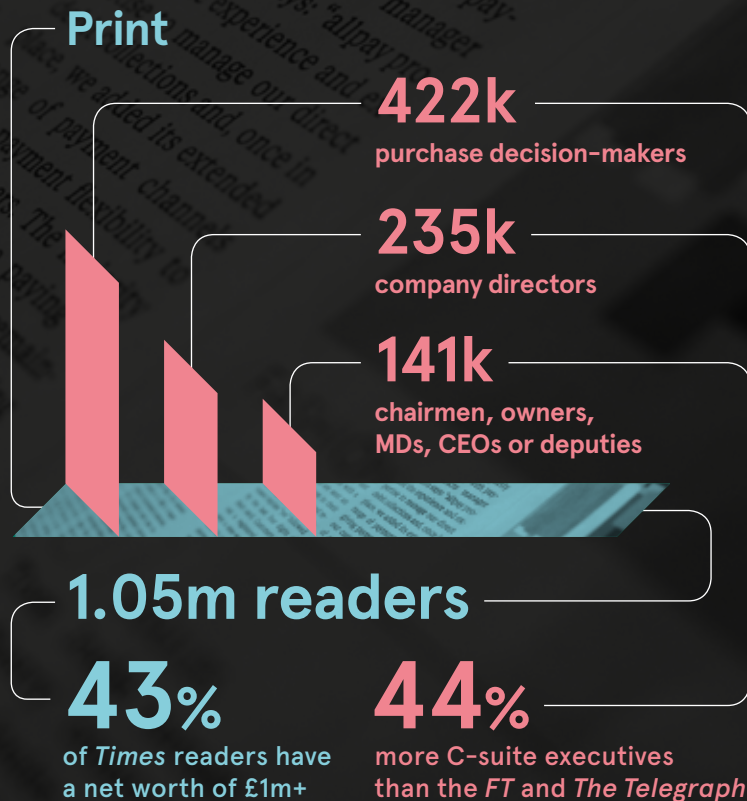
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Readership

All Raconteur Special Reports are published exclusively in *The Times* and tablet edition, and online on raconteur.net. With the largest senior business audience in the UK national press, it's an excellent platform for brands who want to reach influential decision-makers.

THE TIMES



Tablet

81k

active daily tablet downloads

36

minutes average dwell time

RACONTEUR

7/10 *Times* readers have read a Raconteur report

2/3 Raconteur readers have influence on B2B spend

70%

of CEOs and 63% of CFOs/CIOs that read *The Times* have read a Raconteur report

The Raconteur environment

In a world of adblockers and opt-outs, we help brands cut through the noise. We provide a highly trusted and credible environment to influence key decision-makers. Our average reader spends 27 minutes reading our reports and 44 per cent have passed it onto a colleague.

In-depth, meaningful engagement



The average reader will spend 27 minutes reading a report



33%

went onto research topics further after reading a report



12%

have taken an issue in a report to the board room



44%

have passed on a report to someone

55%

have mentioned the report to someone

28%

have saved an article for future use

Advertising that's useful and contextual



9/10

readers describe the advertising in Raconteur positively



19%

of readers were more familiar with companies that have advertised with us



23%

of readers considered contacting or contacted a company that they had seen advertised

Return on investment

In addition to the reach, influence and readership of *The Times*, Raconteur Special Reports are an investment into a relevant, high-performance piece of content with a long shelf-life that forms a powerful asset in your marketing mix.

Be there when the learning happens



Research



Consideration



Evaluation

60%

of clients will make their mind up before they've even approached a brand. Involvement in Raconteur Special Reports gives you targeted and contextual visibility in the research stage of hard to reach, time-poor audiences.

Purchase



An investment that goes beyond day of publication

Raconteur Special Reports are a useful asset in your marketing. We are able to advise you on how to create a post-publication strategy, and leverage the report to the fullest.

Involvement in the report gives you global syndication rights to the entire publication – from the independent articles to the visual assets to leverage in your other communication channels.



Social media

Digital engagement

Internal comms.

Events

Content marketing



Brand awareness

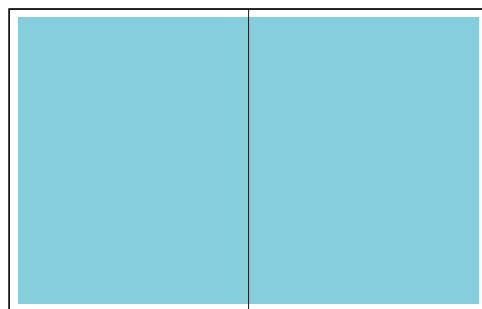
Thought leadership

Lead generation

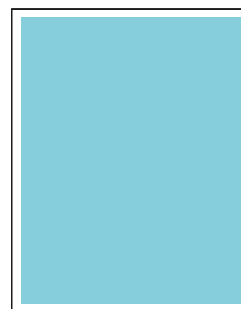
Ratecard – print

Advertorials

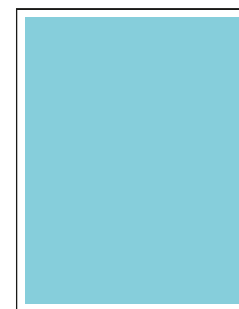
Prices are the same as display advertising. Raconteur will assist you in developing the content and design of advertorials. Limited to four per publication and available as double page spread, full page or vertical half page.



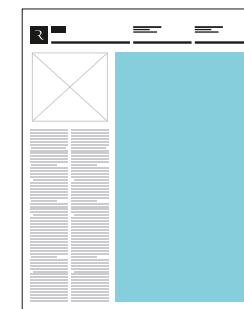
↑ **Double page spread**
550 x 338 mm
£40,450



↑ **Back page/page 2**
264 x 338 mm
£25,250



↑ **Full page**
264 x 338 mm
£21,950



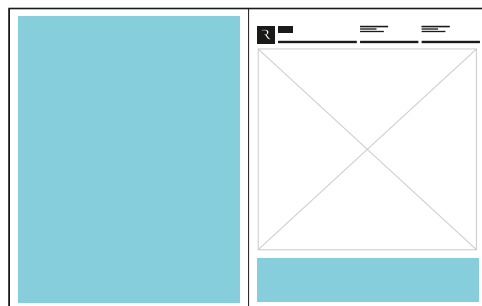
↑ **Vertical half page**
150 x 334 mm
£13,170

Title sponsorship

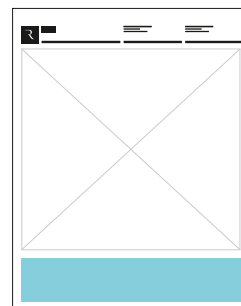
Full and section sponsorship packages are available for this title (please speak to the publisher for further details).

Paul Ettinger
Publishing Manager

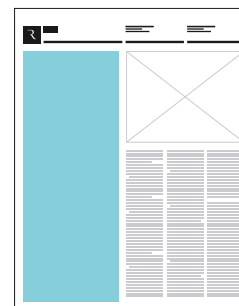
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↑ **Cover wrap (back page + f/p banner)**
550 x 338 mm & 264 x 50mm
£30,660



↑ **Front page banner**
264 x 50 mm
£8,900



↑ **Tower**
96 X 334 mm
£8,560



↑ **Inside banner**
264 x 60 mm
£4,520

Ratecard – online

We work with brands to create original pieces of editorial content, or publish existing content that requires amplification.

The format

- + 750 word articles
- + Either stand-alone, or part of a series
- + Written by an industry-leading journalist
- + Hosted on both raconteur.net and thetimes.co.uk
- + Back-link and CTA to URL of your choice
- + Guaranteed minimum 2,000 views per article

Article series (3 articles minimum)

Prices from £14,450

Stand-alone articles

Prices from £5,150

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