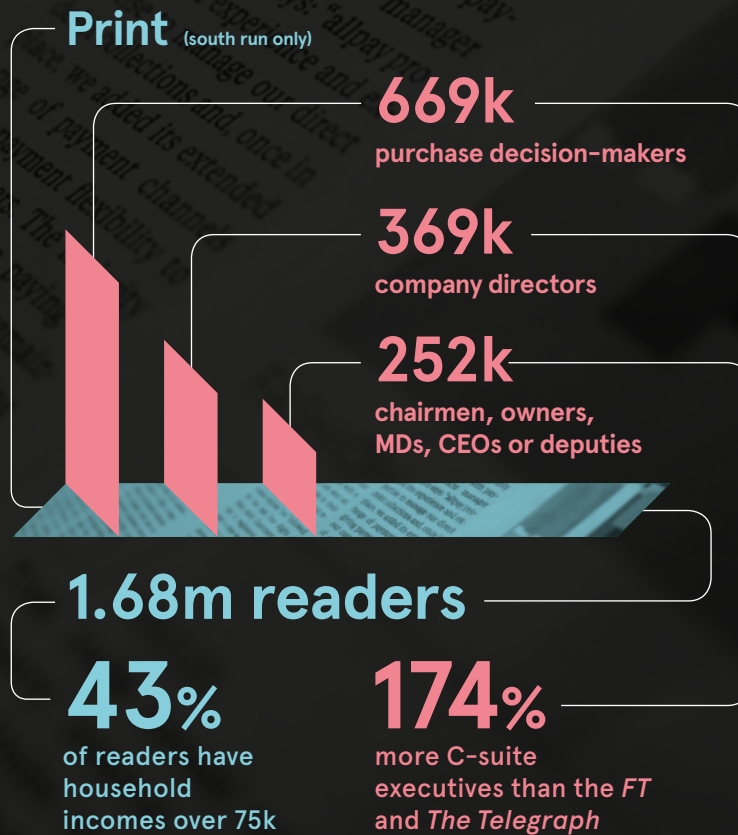


# Readership

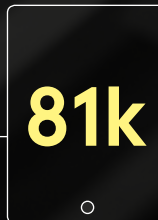
Raconteur Special Reports are published exclusively in *The Sunday Times* (south run) and online on raconteur.net and *The Sunday Times* iPad edition. Seven out of ten readers of *The Sunday Times* consume our content, making it an excellent platform for brands who want to reach influential decision-makers at scale.



## THE SUNDAY TIMES



## Digital



active daily tablet downloads



minutes average dwell time

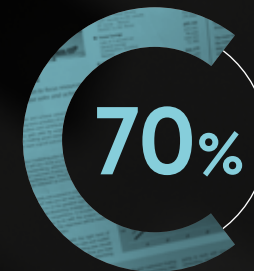
## RACONTEUR



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



**2/3** *Raconteur* readers have influence on B2B spend



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* and *The Sunday 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

## 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.

## Title sponsorship

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

## Reprints + electronic copy

Options are available for entire report or articles printed on gloss stock or in electronic format.

## Digital sponsorship

All Raconteur Special Reports are digitally optimised and hosted on raconteur.net. Rates are for exclusive sponsorship as the only brand on the report landing page.

### David Kells

Strategic Partnerships Director

Direct: +44 (0) 203 877 3832

Email: dk@raconteur.net

## Print

Print advertising options are shown in a grid. Each option includes a visual representation of the ad placement on a page layout and a corresponding price and size.

- Full/back page**: 540 x 343 mm, £48,950
- Vertical 1/2 page**: 534 x 160 mm, £26,280
- Horizontal 1/2 page**: 254 x 343 mm, £26,280
- Third page**: 170 x 343 mm, £17,640
- Banner**: 90 x 343 mm, £15,790
- Quarter page**: 254 x 160 mm, £15,130

## Digital

Digital advertising options are shown on a computer monitor. Below the monitor, a list of ad types and their dimensions is provided, along with a table of rates for different impression counts.

- Leaderboard**: 728 x 90px
- MPU**: 300 x 250px
- Billboard**: 970 x 250px
- Half page**: 300 x 600px

100,000 impressions	£3,450
250,000 impressions	£5,050
1 million impressions	£9,690