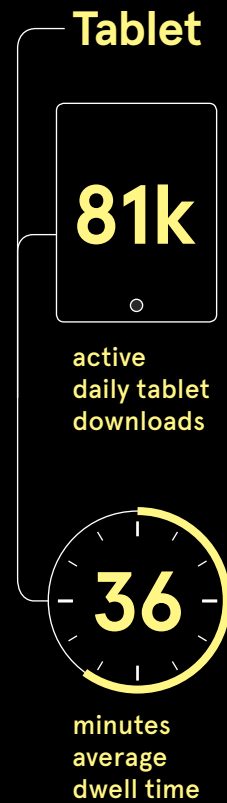
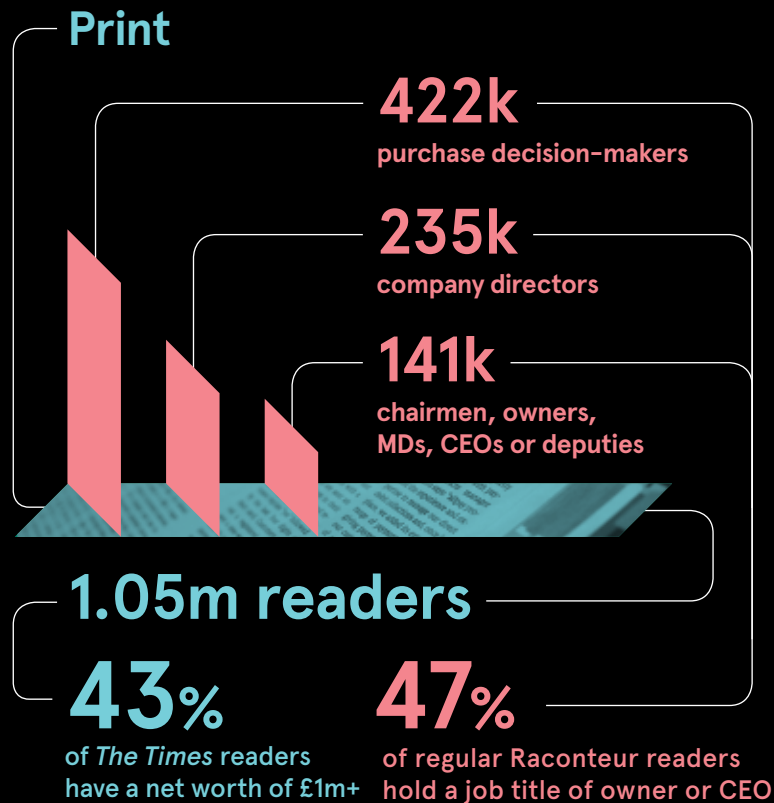


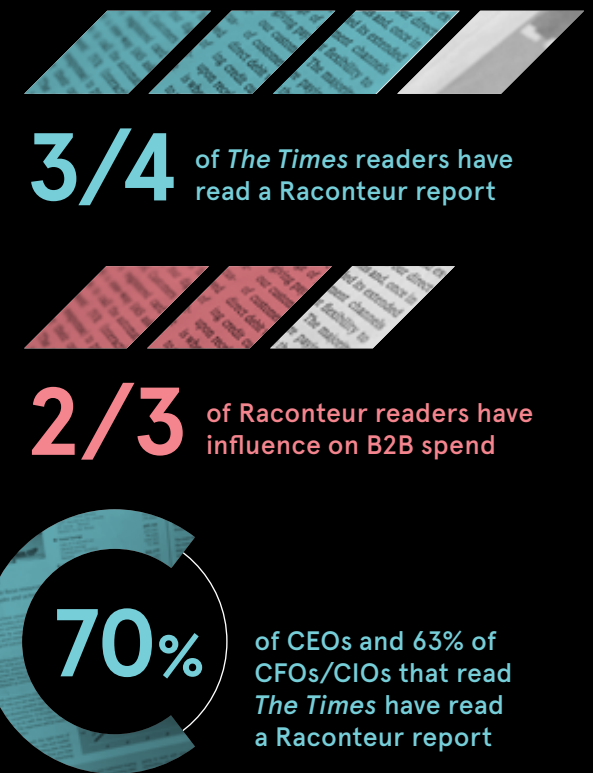
# Readership

All Raconteur's 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 want reach influential decision-makers.

## THE TIMES



## RACONTEUR



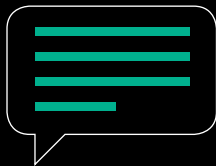
# The Raconteur environment

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 42 per cent have mentioned a report to a C-suite executive.

## In-depth, meaningful engagement

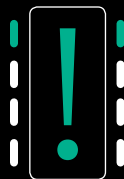


minutes is the amount a average reader will spend reading a report



42%

of regular Raconteur readers have mentioned a report to a C-suite executive

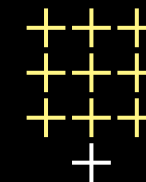


25%

of regular Raconteur readers have taken an issue or topic highlighted in a report to a boardroom meeting

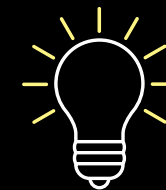


## Advertising that's useful and contextual



9/10

regular Raconteur readers say our reports are a good place to advertise



1 in 3

FTSE 250 readers have passed a Raconteur report on to a c-suite exec



81%

of regular Raconteur readers would consider finding out more information about a company as a result of seeing a relevant Raconteur report

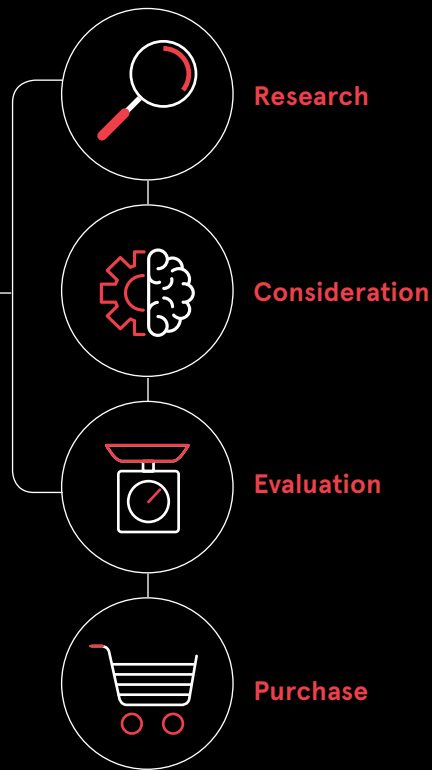
# Return on investment

In addition to the reach, influence and readership of *The Times*, Raconteur's 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.

**60%**

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

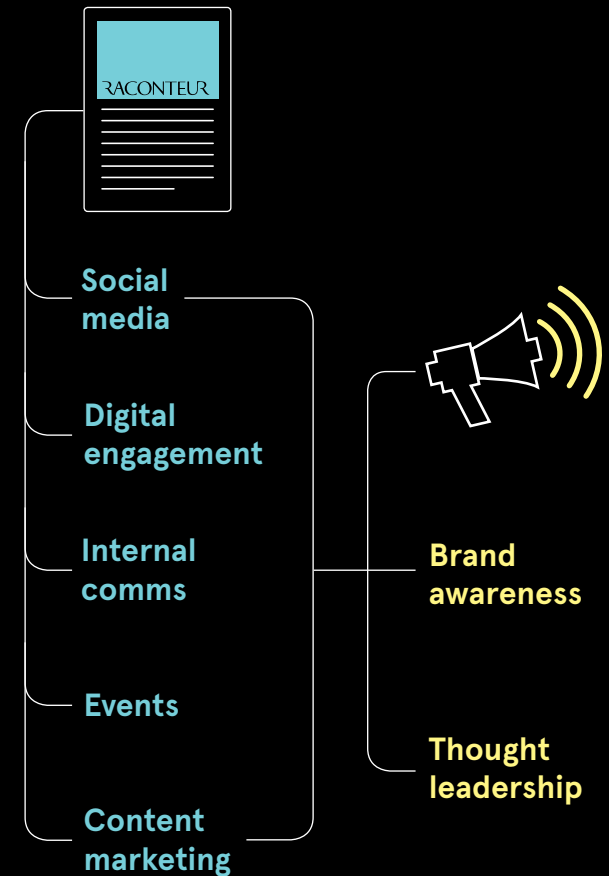
## Be there when the learning happens



## An investment that goes beyond day of publication

Raconteur's 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.



# 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).

## Digital sponsorship

All of Raconteur's special reports are digitally optimised and hosted on raconteur.net. Rates are for exclusive sponsorship as the only brand on the report landing page.

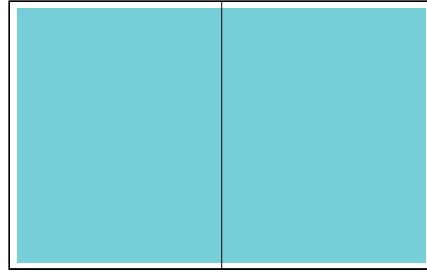
## David Kells

Strategic Partnerships Director

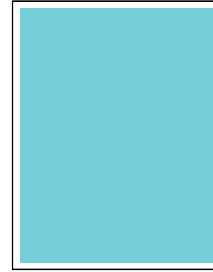
Direct: +44 (0) 203 877 3832

Email: dk@raconteur.net

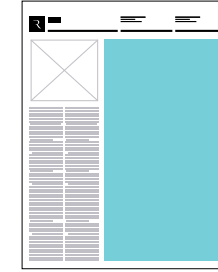
## Print



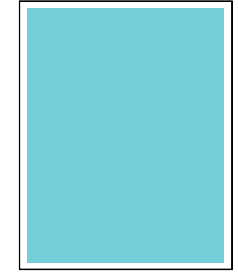
⬆️ **Double page spread advertorial**  
550 x 338 mm  
£43,650



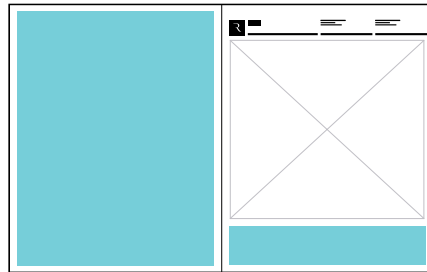
⬆️ **Full page advertorial**  
264 x 338 mm  
£23,850



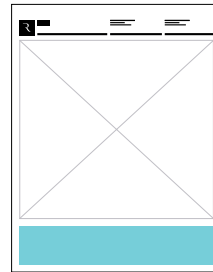
⬆️ **Vertical half page advertorial/display advert**  
150 x 327 mm  
£14,300



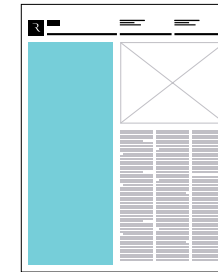
⬆️ **Back page/page 2**  
264 x 338 mm  
£20,800



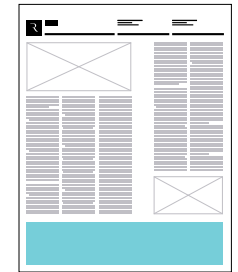
⬆️ **Cover wrap (back page + f/p banner)**  
264 x 338 mm & 264 x 50mm  
£25,140



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

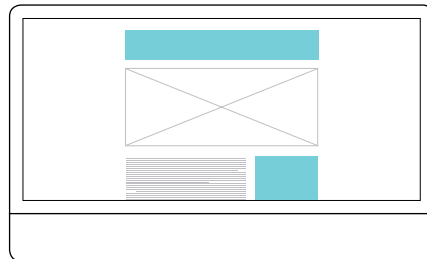


⬆️ **Tower**  
96 X 327 mm  
£8,560



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

## Digital



←	Leaderboard	_____ 728 x 90px	} 100,000 impressions _____ £3,450 250,000 impressions _____ £5,050 1 million impressions _____ £9,690
	MPU	_____ 300 x 250px	
	Billboard	_____ 970 x 250px	
	Half page	_____ 300 x 600px	

All prices exclude VAT