

2020 Media Pack

Distributed in

RACONTEUR

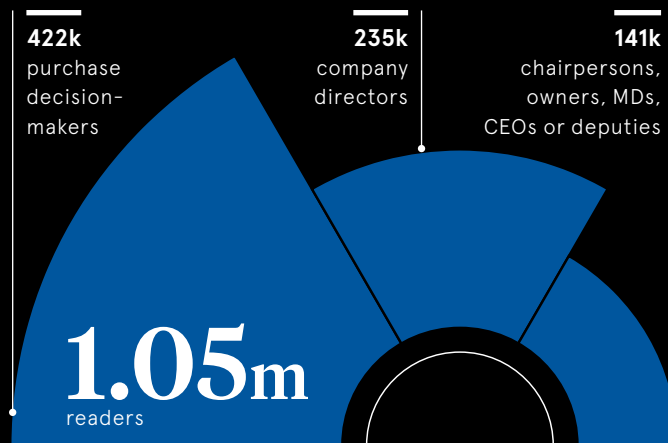
THE  TIMES

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 is an excellent platform for brands who want to reach influential decision-makers.

THE TIMES

Print



43%

of The Times readers have a net worth of over £1 million

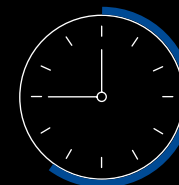
47%

of regular Raconteur readers hold a job title of owner or CEO

Tablet



active daily tablet downloads



36

minutes average dwell time

RACONTEUR



3/4

of The Times readers have read a Raconteur report



2/3

of Raconteur readers have influence on B2B spend



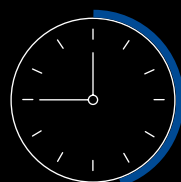
70%

of CEOs and 63 per cent 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 42 per cent have mentioned a report to a C-suite executive.

In-depth, meaningful engagement



27
minutes on average spent reading a report

The most popular words used to describe brands in Raconteur are:

“**Thought leaders**”

“**Trustworthy**”

“**Credible**”



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

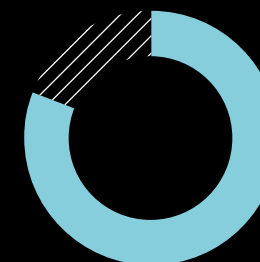


regular Raconteur readers say our reports are a good place to advertise

1 in 3



FTSE 250 readers have passed a Raconteur report on to a C-suite executive



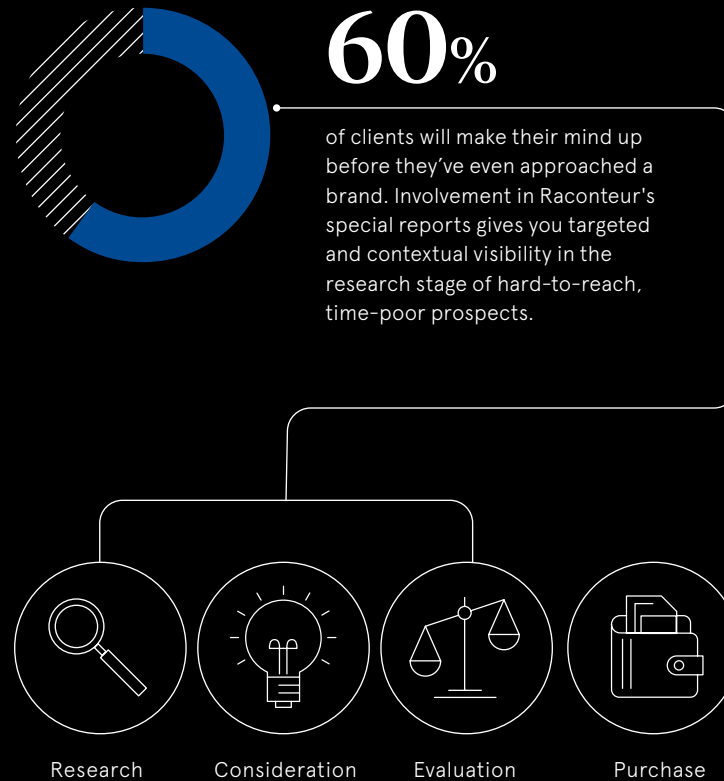
81%

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.

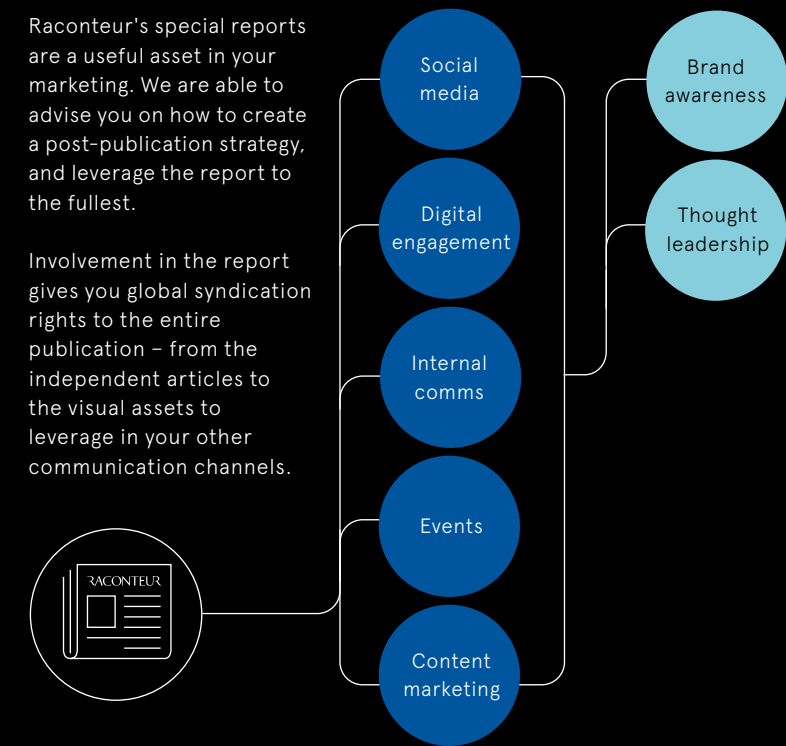
Be there when the learning happens



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.



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.

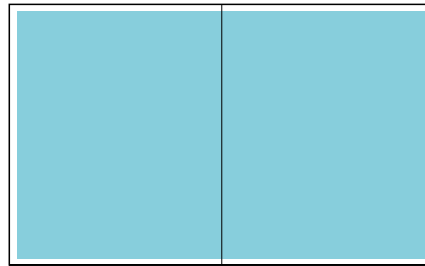
Title sponsorship

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

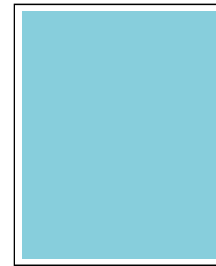
Digital sponsorship

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.

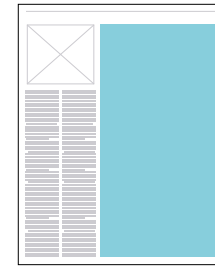
Print



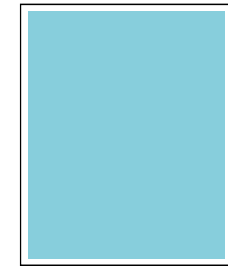
Double-page spread advertorial
550 x 338 mm
£43,650



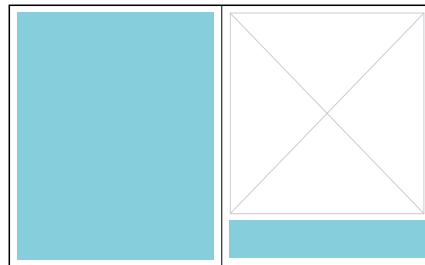
Full-page advertorial
264 x 338 mm
£23,850



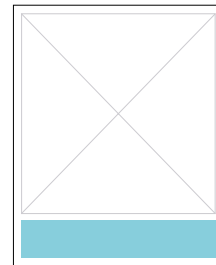
Half-page advertorial
150 x 327 mm
£14,300



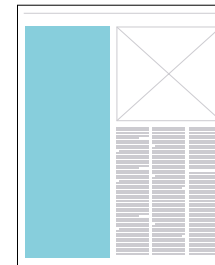
Back page/page 2
264 x 338 mm
£20,800



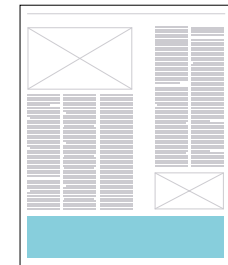
Wrap (back page + front page banner)
264 x 338 mm & 264 x 50mm
£25,140



Front-page banner
264 x 50 mm
£8,900

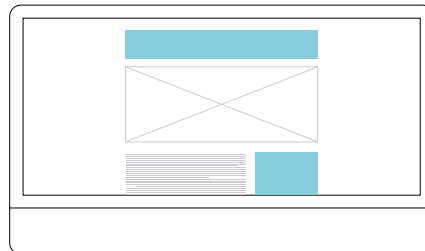


Tower
96 X 327 mm
£8,560



Inside banner
264 x 60 mm
£4,520

Digital



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

All prices exclude VAT

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