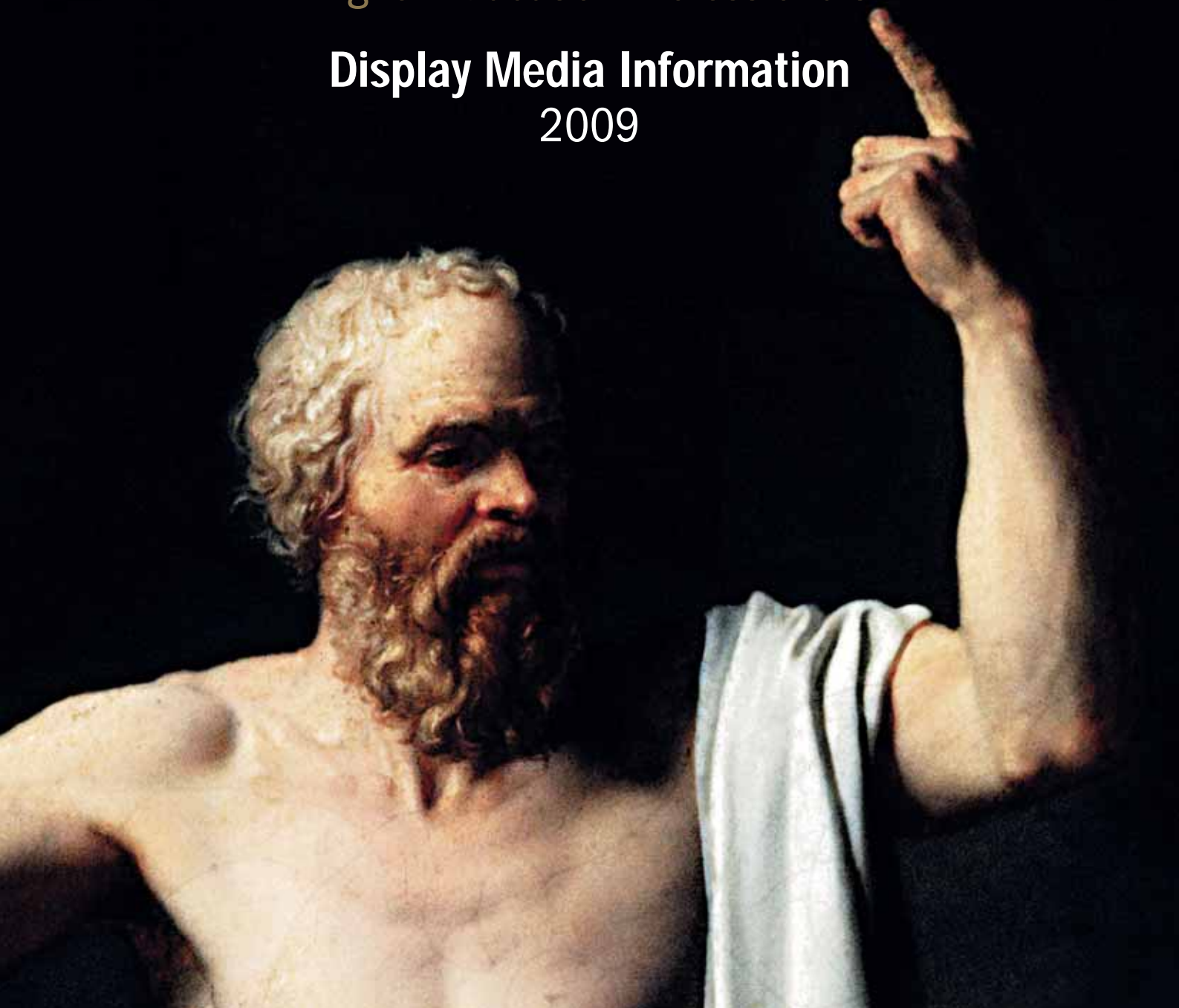




The only place to reach
Higher Education Professionals

Display Media Information
2009





THE trusted voice in higher education

Times Higher Education has been at the heart of the UK's higher education sector for over 36 years. During this time it has built a solid reputation as the UK's most authoritative and trusted source of information about higher education.

THE is the only information resource solely dedicated to the higher education sector, and the only information resource written from the viewpoint of the people at the heart of the sector. This puts us in the unique position of not only being able to deliver the latest news stories with authority, but also being able to provide the analysis behind the headlines in a way that no other title can.

A wealth of knowledge and understanding

THE is the definitive resource for every professional working within the higher education sector. Every week **THE** delivers in-depth news and features to an information-hungry audience.

THE news delivers inside knowledge on all the latest news and a weekly news digest.

THE opinion features written by highly regarded contributors from within the academic community.

THE features sets the agenda each week giving analysis on everything from the latest student markets to the issues affecting academics in their working roles.

THE books reviews by academics, for academics and covers all disciplines, concentrating solely on non-fiction titles that appeal to an intellectual audience.

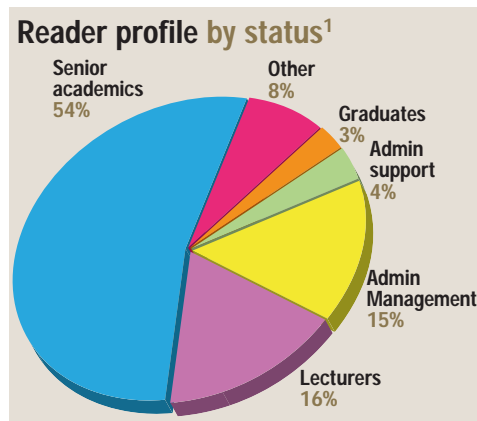
THE people focuses on the most recent appointments within the academic world.

THE research brings the latest research intelligence plus grant winners and citations by subject allowing readers to see at a glance what awards have been made, who's moved where and who's snapping-up the latest grants and funding.



Reaching your target audience

A highly qualified readership of nearly 60,000¹ stamps its authority on the sector, making **THE** by far the most significant publication in the lives of higher education professionals.



With a weekly circulation of 28,275² you can be confident that **THE** delivers the audience you need. Since the publication was relaunched in January 2008, readership and subscriber numbers have increased by 34%, earning **THE** an ACE³ Gold Press Award for outstanding circulation effectiveness.

Advertising opportunities

THE offers a range of advertising and marketing opportunities to suit your needs:

- Advertisements
- Inserts
- Courses, conferences and events
- Textbook guide
- Sponsored supplements
- Roundtable debates

Awards

THE also offers you exposure through sponsorship of our leading sector awards.

THE Awards are the only significant awards in the sector, celebrating excellence in higher education. This year sees the launch of **THE** Leadership and Management Awards, which will celebrate innovation, best practice and all round achievement among the management teams across the whole of the UK higher education sector. Take the opportunity to associate your company with the sector's winners and give your brand the profile it deserves.

¹Reiman O'Donnell **THE** Readership survey February 2009

²ABC Jan – Dec 2008

³Association of Circulation Executives



General enquiries 020 3194 3018

display@tsleducation.com

THE

Display advertising

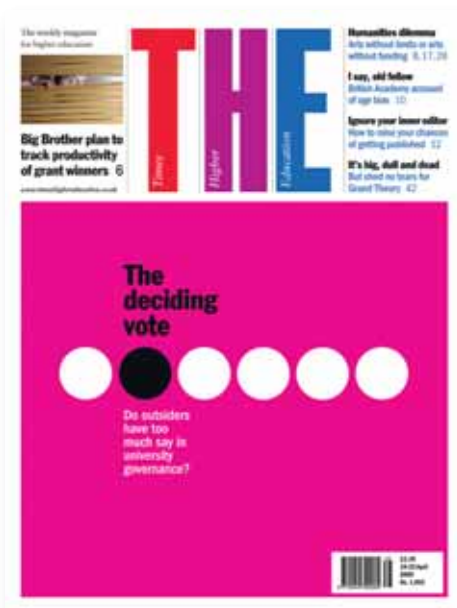
Display advertising in **THE** will ensure that your message will be seen by a highly qualified audience who have spending power within the higher education sector. This is the most effective way of generating brand awareness for your company and product range.

Courses, conferences and events

Weekly section providing information on the latest courses, conferences and events, in a variety of subject areas. **THE** readers have been found to make up to 75 per cent of all attendees at courses and conferences, making this the ideal place to promote your event.

Textbook guide

THE is the only publication to review textbooks. Published quarterly, each 24-page supplement is devoted to textbooks across specific disciplines. The reviews are written by working academics experienced in teaching and lecturing plus student reviews, making it the ideal platform to promote your books to a highly targeted audience.



21 May

- Biological Sciences
- Medicine
- Psychology and Psychiatry
- Languages and Linguistics

17 September

- History
- Politics
- Philosophy
- Literature
- Cultural, Media and Gender Studies

26 November

- Mathematics and Physics
- Engineering
- Chemistry
- Computer Sciences

18 February

- Business and Management
- Social Studies
- Economics
- Law
- Chemistry

Sponsored supplements

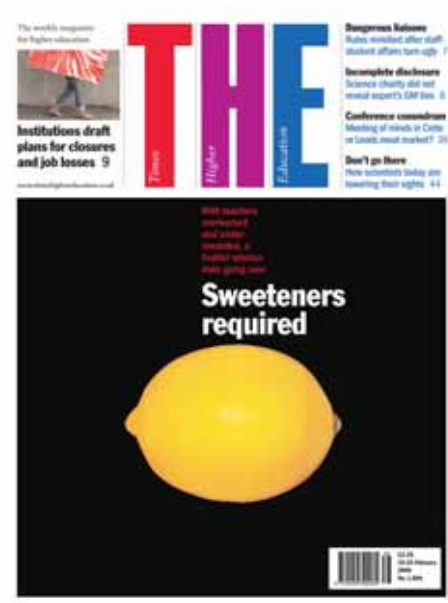
THE sponsored supplements offer the opportunity for your brand to be affiliated with **THE** and the key issues facing the higher education sector. Written by our editorial team, our 12 or 16-page supplements include overviews, analysis and reports by opinion-formers in a compact and compelling format. Sponsoring a supplement gives you:

- ‘In association with’ status and includes your logo on the front cover
- Full-page advertisement inside the supplement
- Run-on copies for your own promotional use

Roundtable debates

THE roundtable debates are the ideal platform to give your key target audience the opportunity to voice their opinion on issues affecting the higher education sector and associate your brand with a specific topic. Working with our editorial team, we create the environment and use our network to create a balanced forum to discuss the issues of your debate. Associate your company with real issues your audience want to discuss.

Your branding will appear on pre-debate marketing campaign and will feature alongside the debate write-up in the magazine. There is no better way to raise your profile.





Advertisement rates

Display rates

	Colour	Mono
Full page	£6,175	£4,965
Half page	£3,200	£2,535
Quarter page	£1,655	£1,325

Course, conferences and events rates

	Colour	Mono
Full page	£5,712	£4,872
Half page	£2,856	£2,436
Quarter page	£1,428	£1,218
1/8 Page	£714	£609
1/16 Page	£408	£348

Inserts

POA

Sponsored supplements

POA

Roundtable debates

POA

Series bookings

1-3 insertions 0%

7-11 insertions 10%

4-6 insertions 5%

12+ insertions 15%

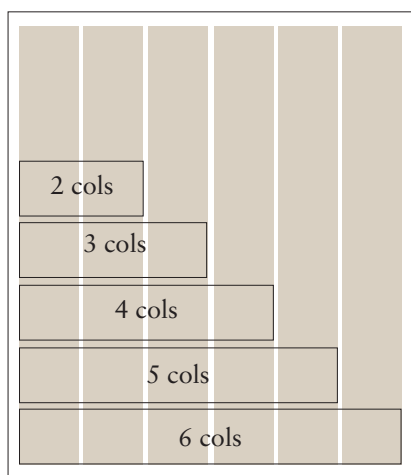
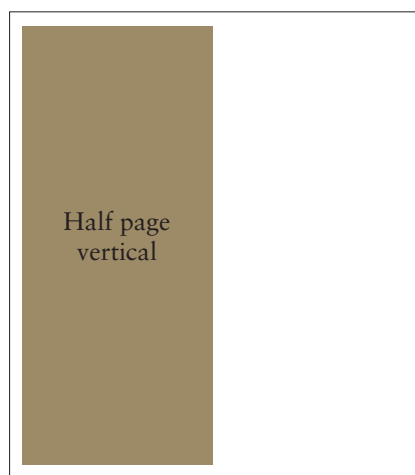
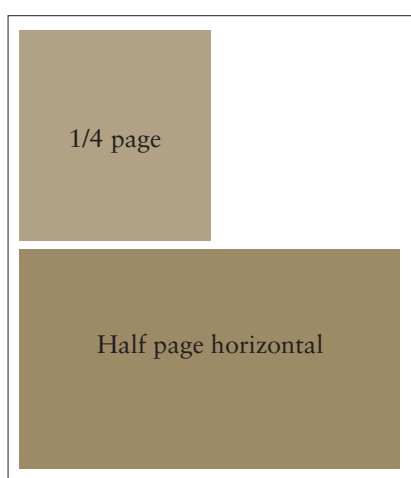
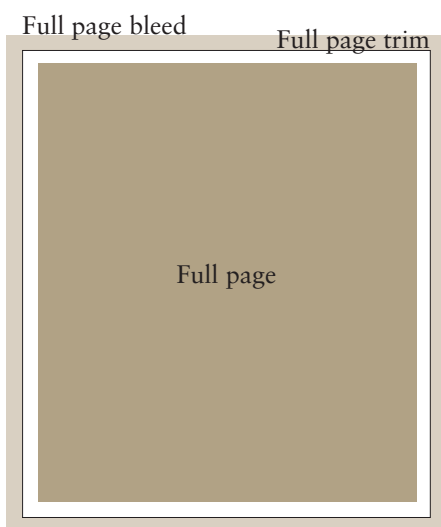
Please note all costs are subject to VAT



Specifications

Sizes

Full page bleed	310 mm deep x 240 mm wide
Full page trim	300 mm deep x 230 mm wide
Full page type	270 mm deep x 212 mm wide
Half page vertical	270 mm deep x 104 mm wide
Half page horizontal	130 mm deep x 212 mm wide
Quarter page	130 mm deep x 104 mm wide



Column widths

2 cols	68 mm wide
3 cols	104 mm wide
4 cols	140 mm wide
5 cols	176 mm wide
6 cols	212 mm wide

Publication day

Weekly, every Thursday

Booking deadline

2 weeks prior to publication

Copy deadline

10 days prior to publication

Print process

Heat-set web offset

Digital artwork delivery

Email is the preferred method of receiving both mono and colour digital copy – rop@tsleducation.com

For colour artwork

CMYK ONLY. No RGB. No Pantone.

Fonts

All fonts must be Postscript Type 1 and embedded within the file or they will be reformatted using TSL licensed fonts.

General

PDF files must be press optimised, maximum Acrobat 5, PDF version 1.4, minimum Acrobat 3, PDF version 1.2. Single advertisement per PDF file. All copy to be supplied as size booked. Maximum process ink weight 310%. Screen ruling 150 lpi. Image resolution 300 dpi.

Contact the Operations team on 020 3194 3231 or 3223
Email: rop@tsleducation.com

Cancellation period

At least seven weeks written notice prior to publication date is required to stop or suspend an insertion without charge.

Terms and conditions

Conditions of acceptance of advertisements can be found online at www.timeshighereducation.co.uk/advertising

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