



SPACE TO REACH THE RADIO TIMES
READERS THAT TOOK OVER 5 BILLION
HOLIDAYS IN THE LAST 12 MONTHS

8/40THS PAGE AD

RadioTimes readers spent a total of £1.9 billion on their last holidays, with 1.6 million of them taking more than two holidays in the last 12 months. One million readers use the internet to source or book their holidays, making them a third more likely to do so than the average adult.



Our travel sections provide advertisers with an opportunity to promote their holidays and websites to a valuable audience whilst also enjoying the benefits of being associated with a trusted brand.

SIZE:

1/40th
2/40ths
3/40ths
4/40ths
5/40ths
6/40ths
7/40ths
8/40ths
9/40ths
10/40ths
15/40ths
20/40ths
40/40ths

MONO:

£395
£780
£1,135
£1,465
£1,830
£2,150
£2,515
£2,835
£3,160
£3,560
£5,215
£6,955
£13,455

COLOUR:

£485
£955
£1,405
£1,810
£2,270
£2,655
£3,105
£3,555
£3,990
£4,430
£6,440
£8,580
£16,565

PULL OUT AND KEEP TRAVEL SUPPLEMENTS:

Over the first seven weeks of the New Year we run travel supplements. They come bound into the middle of the magazine within the listings section ensuring optimum page exposure, and are then pulled out and kept by our readers, generating response long after the magazine has been discarded. During 2005 our supplements generated 222,152 brochure requests through our free brochure service. This doesn't include any direct response our advertisers received, nor those generated via our brochure website, which amounted to over 55,920.



Issue Dates 2006 – Dec 26 **2007** – Jan 02
Jan 09 Jan 16 Jan 23 Jan 30 Feb 06

1/40th
2/40ths
3/40ths
4/40ths
5/40ths
6/40ths
7/40ths
8/40ths
9/40ths
10/40ths
15/40ths
20/40ths
40/40ths

£435
£860
£1,280
£1,640
£2,045
£2,410
£2,810
£3,170
£3,535
£3,980
£5,825
£7,765
£15,000

£530
£1,035
£1,540
£2,000
£2,500
£2,935
£3,395
£3,870
£4,365
£4,880
£7,115
£9,775
£18,300

CHRISTMAS DOUBLE ISSUE:

Within our Christmas Double Issue we run a 20 page travel supplement. The readership of this issue soars to a staggering 11.6 million, making it one of the strongest press vehicles for reaching the most affluent, quality conscious ABC1 consumers during the Christmas season. With an estimated print run of over 3 million for 2006 – this issue remains at top of the list for many travel advertisers. Readers keep this supplement for a long time and responses are even generated up to 12 months after the on sale date.

RATES ARE HELD FROM 2005 UNTIL 30/09/06, SO CALL EARLY TO DISCUSS.

AD SIZES:**Page Depth:**

1/40th page: 30mm
2/40ths page: 62mm
3/40ths page: 94mm
4/40ths page: 126mm
5/40ths page: 158mm
6/40ths page: 190mm
7/40ths page: 222mm
8/40ths page: 254mm

Column Width:

1 column: 40mm
2 columns: 82mm
3 columns: 124mm
4 columns: 166mm
5 columns: 210mm

BROCHURE DIRECTORIES:

We run 6 brochure directories each year, from Spring to the New Season. We typeset each panel so all you need to supply is the front cover of the brochure together with some text and we do the rest.

Issue Dates 2006

Feb 21 Apr 04
May 09 Aug 01
Sep 19 Nov 14