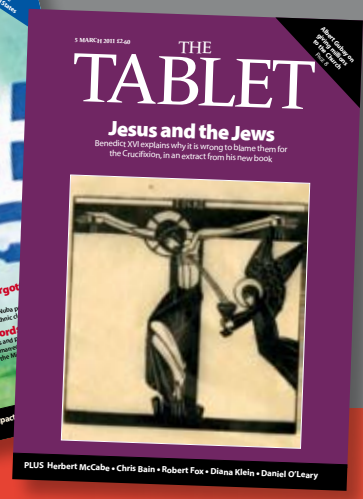
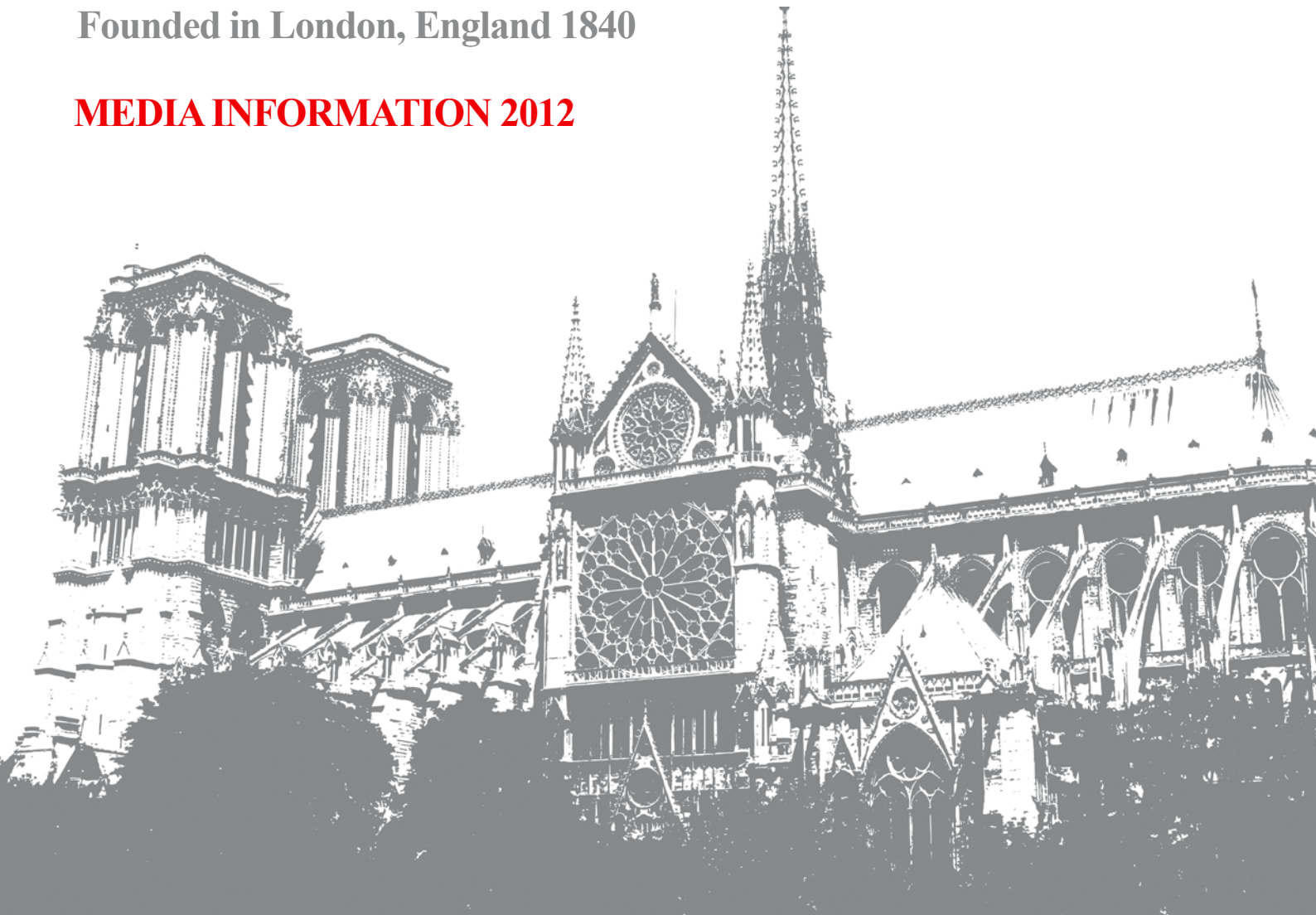


THE TABLET

Founded in London, England 1840

MEDIA INFORMATION 2012



Introduction

The Tablet is considered essential reading by 20,976 (ABC Jan - June 2011) English speaking purchasers in over 150 countries. It is published weekly 'for intelligent Catholics' who seek information on religious affairs, politics, society, literature and the arts in the light of Catholic principles and belief.

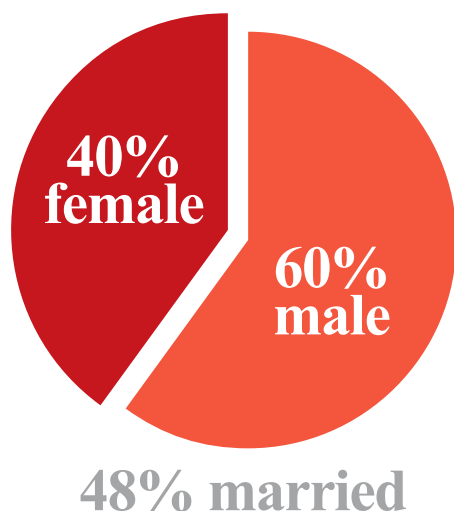
Founded in London in May 1840, this international Catholic weekly is regarded as a journal of record like Hansard, the parliamentary report. 70,000 readers comfortably reflect a sought-after audience over the age of fifty—educated AB's in higher income brackets and with greater disposable incomes.

90%
of readers have taken
action as a result of
seeing an advert in
The Tablet



Reader demographics

The Tablet has an ABC audited circulation of 20,976 and is mailed directly to 18,430 households with the remaining balance bought from churches and news stands. In June 2009 The Tablet sent out a readership questionnaire which generated the following results.



80% of readers have degrees

95% of readers are ABC1

68% of readers are involved in charity work

Each copy read for more than **2 hours**

On average, readers have been purchasing *The Tablet* for **12 years**

84% of readers subscribe to the magazine

90% of readers have taken action as a result of seeing an advert in *The Tablet*

Each copy read for more than **2 hours**

70,000 literate readers with broad interests

Content

Each issue of The Tablet carries regular articles and topics from leading journalists, authors, politicians, academics and theologians. Clifford Longley, Nicholas Pyke, Peter Stanford, Christopher Howse, Ann Wroe and Fr Daniel O’Leary are among regular columnists who comment on topical – and sometimes controversial – issues through our pages. In addition to the main cover stories and features, there is regular coverage of the arts and books, together with international and domestic news about religion.

Supplements 2012

- Retreats & Pilgrimages Issue – 28 January
- Winter Education Issue – 4 February
- St Patrick’s Day Issue – 17 March
- Easter Issue – 7 April
- Spring books – 21 April
- Vocations & volunteering – 5 May
- Spring Education Issue – 19 May
- Pentecost edition – 26 May
- Retreats & Pilgrimages Issue – 28 January
- Summer Education Issue – 16 June
- US Independence Day / USA Universities – 30 June
- Business Ethics & Ethical Investments – 4 August
- Autumn Education Issue – 1 September
- Autumn books – 15 September
- Winter Education Issue – 27 October
- Christmas Gifts and Books – 10 November
- Retreats – 24 November
- Christmas Double Issue – 15/22 December



Display Rate card 2012

Display sizes and Rates

Size	Dimensions (H X W)	Full Colour
Double page spread	264mm x 394mm	£2,600
Full page (Inside Back Cover)	264mm x 185mm	£1,550
Full page	264mm x 185mm	£1,475
Full double column	264mm x 122mm	£975
Half page (horizontal)	130mm x 185mm	£775
Full single column	264mm x 59mm	£590
Half double column	130mm x 122mm	£590
Half single column	130mm x 59mm	£298
Colour cm rate		£26 per single column centimetre

Display Discounts:

- Series discount on 5 to 9 insertions - **10%**
- Series discount on 10 or more insertions - **15%**
- Agency commission - **10%**

Classified Rates:

Single column centimeter (minimum 2cm deep)
 Colour **£21.50** / Mono **£18.00**

Classified Advertising Column Sizes:

- 1 column - 43mm wide
- 2 columns - 90mm wide
- 3 columns - 137mm wide
- 4 columns - 185mm wide

Classified Advertising Discounts:

- Series discount on 10 or more insertions - **10%**
- Agency commission **10%**
- Prepayment is required on all classified advertisements

Inserts:

Available either loose or bound. Rates from
£82 per thousand, POA.

Recruitment Rate card 2012

Recruitment Sizes and Rates

Size	Dimensions	Full Colour
Full page	253mm x 185mm	£2,625
Half page horizontal	125mm x 185mm	£1,675
Half page vertical	253mm x 89.5mm	£1,675
Quarter page	125mm x 89.5mm	£940
Eighth page	61mm x 89.5mm	£520

Recruitment Discounts:

- Series discount on 2 or more insertions - **15%**
- New advertisers discount - **20%**
- Agency commission - **10%**

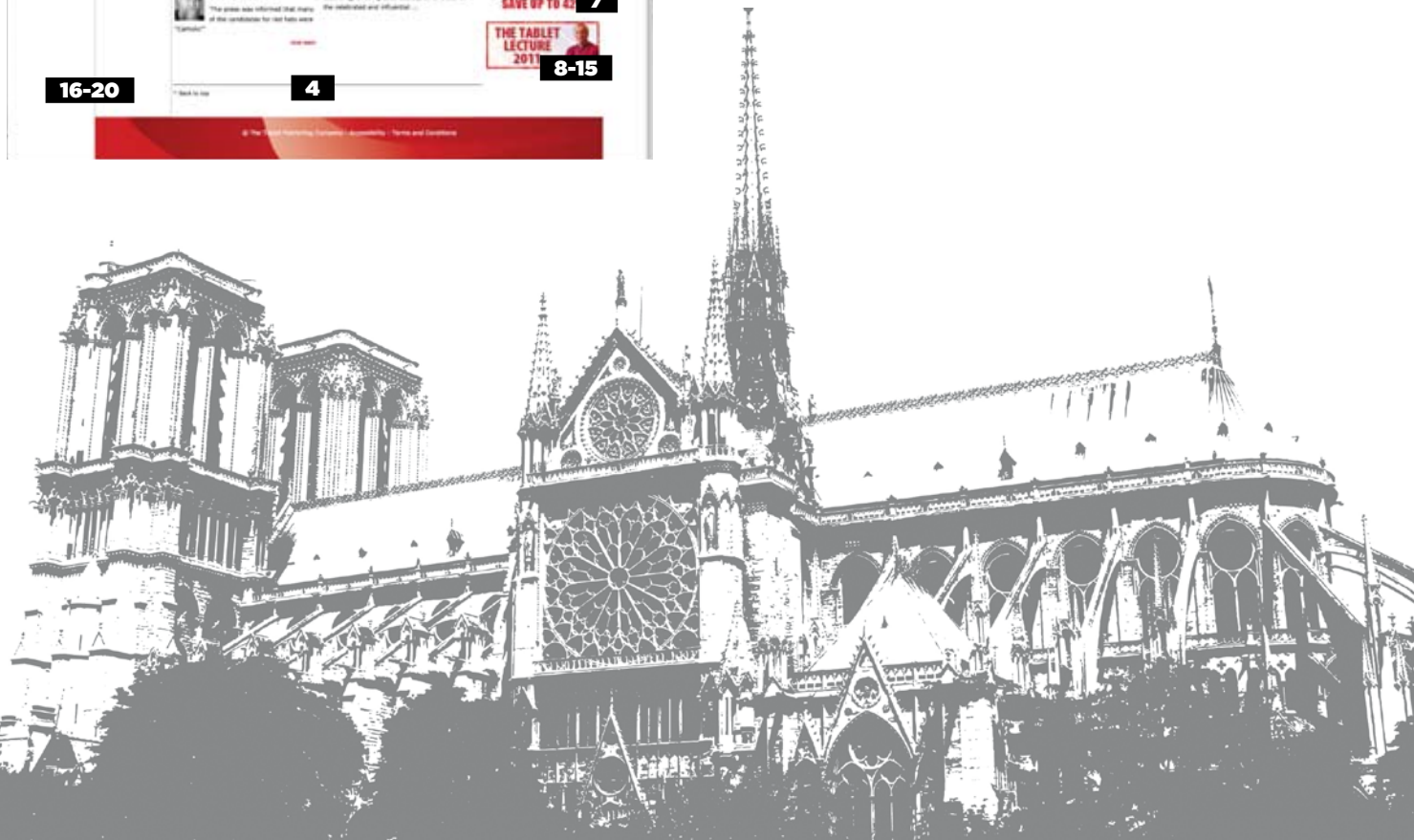


Online advertising size and rates



Section	Position	Size (w x h)	Cost/week
Top	1	Banner: 502 x 73 pixels	£200
	2	Banner: 252 x 73 pixels	£200
	3	Banner: 222 x 73 pixels	£200
	4	Banner: 580 x 60 pixels	£158
Bottom	5-15 (rotating)	Banner: 222 x 93 pixels	£158
		Banner: 222 x 180 pixels	£158
		Skyscraper: 222 x 360	£158
Right column banner	16-20 (rotating)	Banner: 140 x 60 pixels	£158
		Banner: 140 x 80 pixels	£158
		Button: 140 x 148 pixels	£158
Sponsorship of weekly e-newsletter		250 x 500 pixels 50 words maximum plus image – 72 dpi minimum with a URL address	£289

Digital ads and newsletter sponsorships are based on a weekly basis, from Friday to Friday
Copy deadline is 10 days prior



Issue Dates & Deadlines 2012

Month	Publication Dates (Weekly on Saturdays)	Copy Deadlines (Friday, 2 Weeks Prior To Publication Date)	Insert Deadlines (Thursday, 1 Week Prior To Publication Date)
Jan 2012	7 Jan 14 Jan 21 Jan 28 Jan	14 Dec 21 Dec 6 Jan 13 Jan	21 Dec 5 Jan 12 Jan 19 Jan
Feb 2012	4 Feb 11 Feb 18 Feb 25 Feb	20 Jan 27 Jan 3 Feb 10 Feb	26 Jan 2 Feb 9 Feb 16 Feb
Mar 2012	3 Mar 10 Mar 17 Mar 24 Mar 31 Mar	17 Feb 24 Feb 2 Mar 9 Mar 16 Mar	23 Feb 1 Mar 8 Mar 15 Mar 22 Mar
Apr 2012	7 Apr 14 Apr 21 Apr 28 Apr	21 Mar 28 Mar 4 Apr 13 Apr	29 Mar 3 Apr 12 Apr 19 Apr
May 2012	5 May 12 May 19 May 26 May	20 Apr 27 Apr 3 May 11 May	26 Apr 3 May 10 May 17 May
Jun 2012	2 Jun 9 Jun 16 Jun 23 Jun 30 Jun	18 May 23 May 30 May 8 Jun 15 Jun	24 May 31 May 7 Jun 14 Jun 21 Jun
Jul 2012	7 Jul 14 Jul 21 Jul 28 Jul	22 Jun 29 Jun 6 Jul 13 Jul	28 Jun 5 Jul 12 Jul 19 Jul
Aug 2012	4 Aug 11 Aug 18 Aug 25 Aug	20 Jul 27 Jul 3 Aug 10 Aug	26 Jul 2 Aug 9 Aug 16 Aug
Sep 2012	1 Sep 8 Sep 15 Sep 22 Sep 29 Sep	17 Aug 23 Aug 31 Aug 7 Sep 14 Sep	23 Aug 30 Aug 6 Sep 13 Sep 20 Sep
Oct 2012	6 Oct 13 Oct 20 Oct 27 Oct	21 Sep 28 Sep 5 Oct 12 Oct	27 Sep 4 Oct 11 Oct 18 Oct
Nov 2012	3 Nov 10 Nov 17 Nov 24 Nov	19 Oct 26 Oct 2 Nov 9 Nov	25 Oct 1 Nov 8 Nov 15 Nov
Dec 2012	1 Dec 8 Dec 15/22 Dec 29 Dec	16 Nov 23 Nov 30 Nov 7 Dec	22 Nov 29 Nov 6 Dec 13 Dec

Display Advertisement Sizes

DPS	Depth x Width
bleed	303 x 426 mm
trim	297 x 420 mm
type	264 x 394 mm

Full Page	Depth x Width
bleed	303 x 216 mm
trim	297 x 210 mm
type	264 x 185 mm

Full Page	Depth x Width
Full Page	130 x 185 mm
Full Double Column	264 x 122 mm
Full Single Column	264 x 59 mm
Half Double Column	130 x 122 mm
Half Single Column	130 x 59 mm
Single Col Centimetre	Min. 30 x 59

Classified Column Sizes

DPS	Depth x Width
1 column	43mm
2 columns	90mm
3 columns	137mm
4 columns	185mm
Min classified depth:	20mm deep

Please Supply Pass4Press pdf to

Jane Easterman

jane.easterman@redactive.co.uk

tel: 020 7880 6248

Technical specifications

Terms and Conditions of Advertising

All advertisements are accepted subject to the PPA's Standard Conditions of Acceptance. All advertising costs are subject to VAT at the current rate. The Tablet reserves the right not to publish an advertisement which has been submitted for publication at any time at the Editor's discretion.

While every care is taken in the preparation of artwork, The Tablet cannot be held responsible – or accept responsibility – for any errors due to third parties, sub-contractors or inaccurate copy instructions.

Advertising rates are subject to change from time to time, and occasionally without any prior notice. However, any advertising booked prior to a price increase will be charged at the lower rate. Advertisement proofs are not provided unless specifically requested.

Artwork designed and/or prepared by The Tablet for publication in the newspaper remains the property of The Tablet. Advertisers commissioning artwork cannot use this in any other publication without prior written consent of The Tablet, which owns the copyright.

Complaints regarding the reproduction of any advertising must be reported, in writing, within 14 days of publication date.

The Tablet reserves the right to make any necessary changes to the format of the publication and any subsequent reasonable alterations without prior notice to the advertiser

Technical Specifications for Print Artwork

Please supply a PDF at 2,400 dpi and ensure it is version 1.3 or above. Image resolution must be at least 300 dpi. Colour mode

CMYK. Avoid four-colour black text. Black text should be K: 100%. All fonts must be embedded and subset. Quark and InDesign files can also be accepted. PDF's from Microsoft products are not high resolution, and will therefore have to be reset.

Technical Specifications for Online Artwork

Standard horizontal banner 60 pixels high x 500 pixels wide (72 dpi resolution with a URL address – 'gif' format if animated or 'jpg' if static) – colour mode: RGB

Sponsorship of the e-newsletter 250 x 500 pixels E-newsletter advert: 50 words maximum plus image @ 72 dpi minimum with a URL address.

Deadlines

All advertising copy should be supplied 10 working days prior to Saturday cover date. The booking deadline is 11 working days prior.

Cancellation of Advertisements

Cancellation of any advertisement must be made, in writing, no less than 20 working days prior to cover date. Terms and conditions for booking advertisements shall be governed in accordance with UK law.

Contact details

Advertising Sales (Display, online & inserts)

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Media Sales Director

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