

PRINT & DIGITAL 2023/24

Multimedia Pack.

MULTIMEDIA PACK 2023/24

The Leading Multimedia International Catholic Weekly Journal.

More than just a weekly Journal, The Tablet is a broad multi-media organisation creating thought provoking content in print, audio, visual and live experiences for an engaged international audience of faith.

The Tablet has been in circulation since 1840 and it continues to serve the Catholic and wider religious and ecumenical communities internationally. This unique title offers access to a target audience which is unavailable through any other product and not only that; our readers have a loyalty to The Tablet which is unsurpassed elsewhere. Our readers' interest in The Tablet is time served as they look to the product for views, opinions and comprehensive coverage on religion, current affairs, politics, social issues and the arts which are all served up weekly from leading international journalists, authors, politicians, academics and theologians.

**The Tablet is considered
a must read by 70,000*
unique users every
month.**

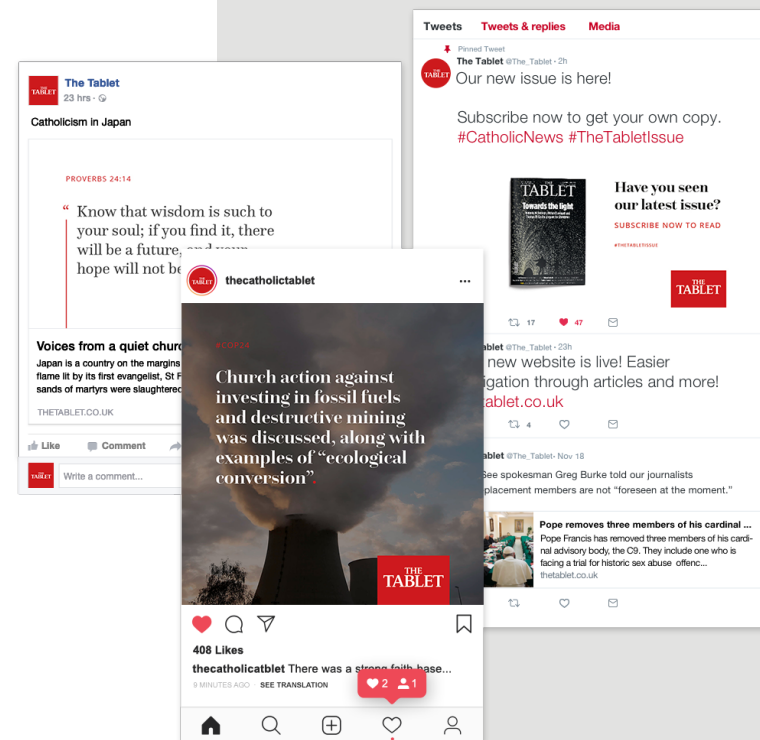
From our weekly View from Rome updates to the comprehensive news briefing coverage together with our regular feature coverage, letters, book reviews and arts, The Tablet is considered essential reading for the religious community.

With a strong subscription base, each week and over 836,000 individual browsers in the last year visiting the Tablet website – The Tablet provides the ideal platform to promote your organisation to our varied and diverse readership base.

Source: Google analytics – based on February 2022 – January 2023 analytics, Tablet Readership Survey

MULTIMEDIA PACK 2023/4

The Tablet Reaches over **472,000*** adults every month. In addition to this The Tablet has a varied webinar programme which attracts a diverse international audience; together with a YouTube Channel; podcast platforms and various fully interactive social media platforms. Our readers are inquisitive and questioning, campaigning and intellectual. They are also habitual in their behaviours, with over **81,000*** users of our website coming back to it over **201** times in a year.



Source: 2023 Google analytics on weekly unique users; 2023 distribution records; 2023 newsletter records.

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Website Audience.

69,669*

Unique users of The Tablet website every month

68**

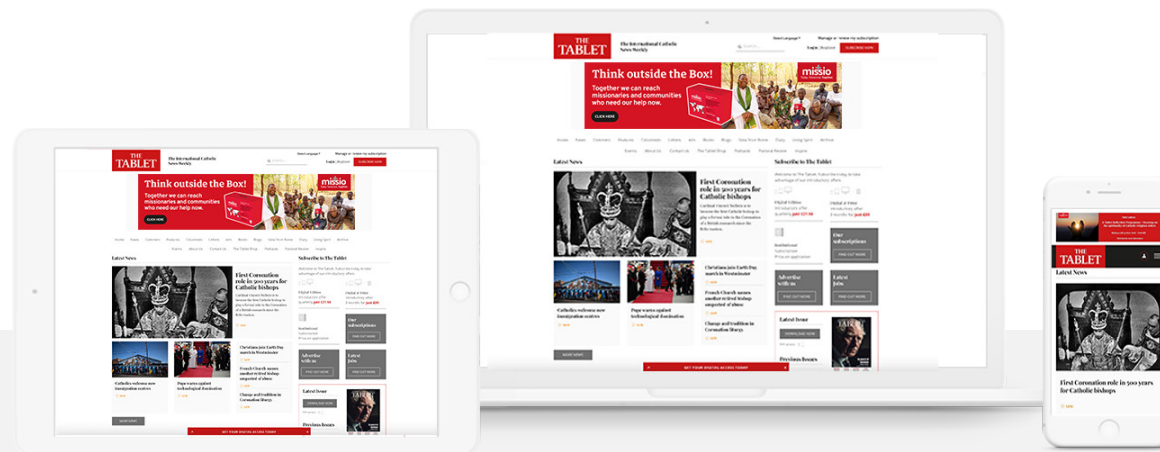
Institutional subscriptions

77,781*

28 days active users of the website

47%

of the users of the website are international



*Source: Tablet Readership Survey ** Exact Editions April 2023

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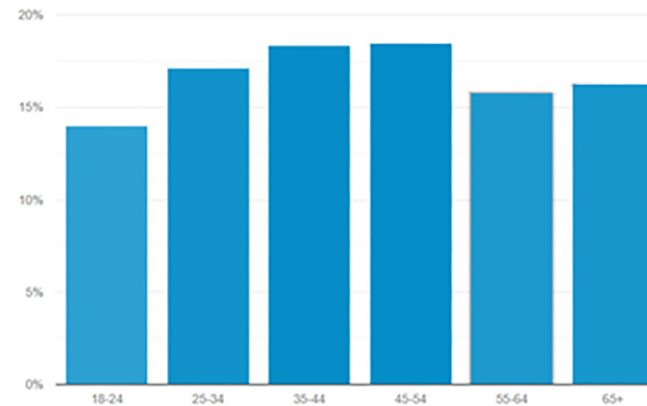
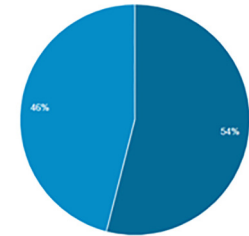
The Tablet readership.

The Tablet's mission is to promote, through its journal's and iterations the Christian message from a Catholic and ecumenical viewpoint. With a dedicated team of journalists in London, Ireland and Rome and correspondents on the ground across the globe, The Tablet brings you the insights and news first hand.

* Source: Tablet print and subscription figures and Google Analytics 1 Feb 2022 – 31 Jan 2023

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The Tablet
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“Reading The Tablet for more than five decades, I’d find it difficult to be without it. It has grown to feel like a close friend.”

Testimonial from a Tablet Reader 2023

“The Tablet’s analysis of, and often prophetic comments on contemporary issues continue to nourish me and refresh my faith in the knowledge that I am part of a like-minded community walking the same pilgrimage road.”

Testimonial from a Tablet Reader 2023

In the latest readership survey conducted by The Tablet, readers described The Tablet as “trustworthy”, “reliable”, “a lifeline”, “unique”, “content rich”, “high quality” and “good value for money”**.

The Tablet gives a balanced view of Catholicism - not afraid to say difficult things about the church**

50% of readers of The Tablet have acted on the adverts in The Tablet**

55% of Tablet readers visit church more than once a week**

“The Tablet is a robust, questioning publication that acts as a critical friend of the church and introduces Christianity to inquiring minds”.**

70% of readers do not subscribe to any other Catholic publication or digital service**

30% of readers regularly go on retreats & pilgrimages**

*Source: Tablet Readership Survey March 2022

PUBLISH, ENGAGE, EXCITE

Print.



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Technical Spec Info.

Classified Advertising Column Sizes

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

Print Display And Classified Dimensions

SIZE	DIMENSIONS (HXW)	FULL COLOUR
Double page spread	264mm x 394mm	£2,995
Full page	264mm x 185mm	£1,750
Full double column	264mm x 122mm	£1,225
Half page (horizontal)	130mm x 185mm	£995
Full single column	264mm x 59mm	£750
Half double column	130mm x 122mm	£750
Half single column	130mm x 59mm	£400
Certified rate per cm		£35 per single column cm
Inserts available		POA

Recruitment Rates Digital And Print

SIZE	DIMENSIONS (HXW)	PRICE	EXTRAS
Full page	264mm x 185mm	£3,250	Listing up to 4 weeks 50% off next booking
Half page	130mm x 185mm	£2,150	Listing up to 4 weeks 20% off next booking
Quarter page	130mm x 90mm	£1,250	Listing up to 4 weeks 10% off next booking
Eighth	60mm x 90mm	£750	Listing up to 6 weeks
Listing only		£500	Up to 6weeks

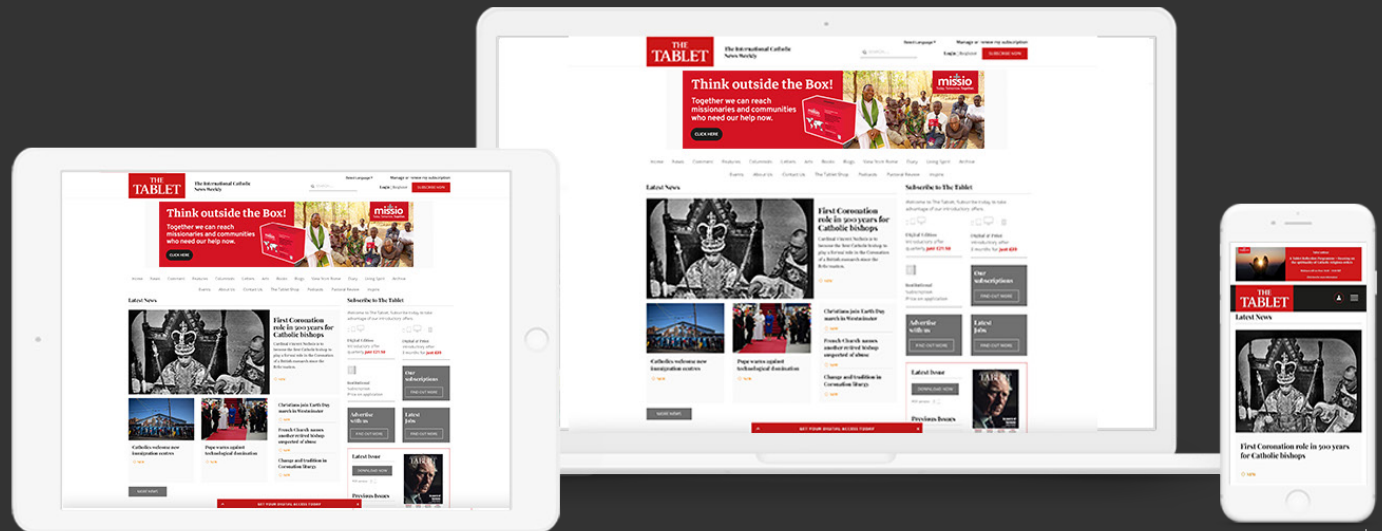
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Tablet Special Supplements.

TABLET SUPPLEMENTS	ISSUE DATE	AD COPY DEADLINE	
Education Specials 2023	9 September	30 August	
	14 October	4 October	
Education Specials 2024	10 February	31 January	
	9 March,	28 February	
	13 April	3 April	
	7 September	28 August	
	12 October	2nd October	
Inspire	27 May	11 May	
	12 August	26 July	
	2 December	22 November	
Retreats & Pilgrimages 2023	17 June	7 June	
	4 November	25 October	
Retreats & Pilgrimages 2024	27 January	17 January	
	23 March	13 March	
	15 June	5 June	
	9 November	30 October	
Tablet Calendar and Wallplanner 2023		18 October	
Christmas bumper double issue	23 December	13 december	

ONLINE & MOBILE

Digital.



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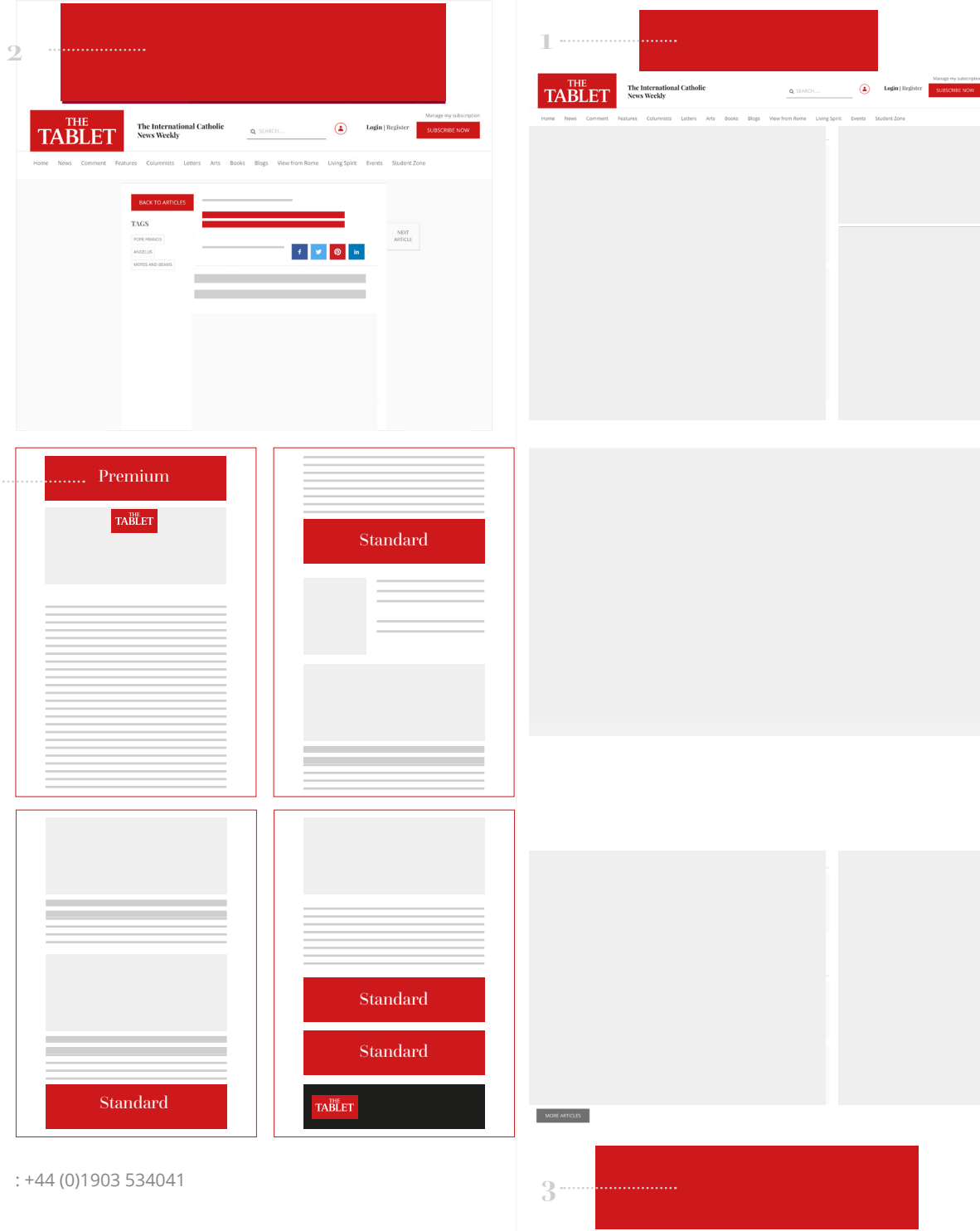
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Technical Spec Info.

Digital Prices For thetablet.co.uk

ONLINE AD SIZE	PRICE	SIZE (WXH)
1 Leaderboard	£30 CPM	970 x 250px
2 Header banner	£25 CPM	728 x 90px
3 Footer banner	£25 CPM	160 x 600px
4 e-Newsletter	Premium position £275 Standard ad £200 per e-newsletter	970 x 250px

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Multimedia 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. 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 high resolution 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%. Full page bleed specification - full A4 (297mm x 210mm) plus 3mm bleed.

All fonts must be embedded and subset. Quark and InDesign files can also be accepted. PDFs from Microsoft products are not high resolution, and will therefore will not be accepted. Technical specifications for digital online artwork (72 dpi resolution with a URL address – 'gif' format if animated or 'jpg' if static) – colour mode: RGB

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.

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Contact us.

Advertising Sales | Digital, print,
display & inserts

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