

Time Out is London's weekly entertainment bible

**TimeOut
London**

The Magazine - "Inspiring readers to lead a richer life."

Time Out magazine is the Time Out Group's flagship publication. Founded by Tony Elliott in 1968, it was the first listings magazine to cover all the aspects of cultural and consumer life in London and today remains one of the UK's most recognised and respected paid-for magazines. From its features through to its consumer coverage and unique inside information, Time Out London is essential reading for anyone wanting to make the most of a city with limitless possibilities.

Covering all forms of the arts and entertainment, London news and highly regarded features as well as comprehensive, definitive listings.

Time Out has a unique tone of voice which comes from generating all our own content. We say what we think about, know everything there is to know about, and we celebrate and love everything about the most exciting city in the world.

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Why it works

- Distribution is extensive. Time Out can be purchased at WHSmith, Tesco, Sainsbury's, London Airports and local newsagents
- 40% of the readers subscribe resulting in longer shelf life and exposure of your ad
- An affluent and aspirational audience that requires trades people and services
- A loyal readership who use the titles as a source of reference. Readers use the services of advertisers within the classified section because they value the content of their magazine
- The most cost effective medium to reach this London consumer market. The relatively low cost allows you to advertise each month, so building awareness
- Weekly focussed sections allow you to showcase your products, events or services

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Actively sought, actively purchased, actively consumed

Magazine Stats:

Total Circ ABC July-Dec 2010

55,316

Readership ABC July-Dec 2010

230,000

Subscribers

28,723 or 52%

NRS Demographics:

AB Profile:

45%

ABC1 Profile

77%

Male / Female Split

46% Male / 54% Female

Core Audience

51% aged 25-44*

76% of Time Out readers read Time Out for 3 hours or more on a weekly basis.

Source: ABC July-Dec 2010

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Classified Sections

Every week *Time Out* Classifieds carries sections covering Travel, Property & Accommodation, Health & Beauty, Personals and Education making Time Out Classified one of the best places to help readers make choices about their careers and personal life.

Unique, trustworthy, comprehensive, inspiring, contemporary, cultural, independent, international



'Time Out magazine can tell you more about what's happening in the capital than any other publication'

Sunday Times (UK)



'The weekly magazine is the best source for up-to-date information on what's hip and happening in town.'

The Times (UK)

Classified

Travel

Rest of the world

REST OF THE WORLD - Discover the best of the world's most beautiful destinations. From the sun-drenched beaches of the Caribbean to the snow-capped mountains of the Alps, we have the perfect holiday for you. www.restoftheworld.com

SKYROS - The art of being... www.skypros.com

London IVC - The Active Club... www.londonivc.com

MEET NEW PEOPLE - Find your perfect match... www.meetnewpeople.com

London IVC - The Active Club... www.londonivc.com

burp - Indis holiday in Italy (+ Italian meals)...

Skandinavisk - To promote your holidays to over 200,000 travel lovers... Contact.skandinavisk@morningstarmedia.com

Travel & Accommodation

Aug 1 - 7 2010 www.timeout.com/uk

For more information please contact our sales executive: Nima Azarian 020 7657 1824. or Hisham Naji 020 7657 1809 email timeout@tenalps.com

Rates and Specs



Classified Rates

Time Out Classifieds offer opportunities for all budgets:

Lineage: £2.55 per word (min of 10 words)*

Semi Display: £39.50 per 10 words*

Classified Advert (mono): £39.50 +VAT per single column centimetre

Classified Advert (colour): £44.50 +VAT per single column centimetre

*Please note that lineage and semi display rates include VAT at current rate.

Booking Deadline: Wednesday preceding publication. 4 pm.

Frequency: Time Out is published weekly and is on sale on Wednesday. It covers events Thursday to Thursday.



Discounts & Packages

Classified Adverts

52 insertions 20%

26 insertions 15%

13 insertions 10%

6 insertions 5%

Agency discount 10%

Semi Display

12 for the price of 10

6 for the price of 5



Production Specs

1 Column: 44mm

1/8 Page: 91 x 60mm

2 Columns: 91mm

1/4 Page: 91 x 110mm

3 Columns: 138mm

1/2 Page: 185 x 114mm

4 Columns: 185mm

Full Page: 185 x 212mm

Please supply your artwork as a high res PDF

Page Example



Classified

Noticeboard

See Above:
Full page advertisement for Central Saint Martins on the first page of the Classified section

Classified

See Above:
A special feature page for Alternative and Complimentary Therapies in the Mind and Body section of Classified.

Classified

For more information please contact our sales executive:
Nima Azarian 020 7657 1824.
or Hisham Naji 020 7657 1809
email timeout@tenalps.com