

# Time Out

'The best city guides in print'  
The Independent

## City Guides & Shortlists



Time Out's acclaimed international guides now cover 55 of the hippest destinations worldwide, with new titles added annually.

The City Guide and Shortlist series are written by resident journalists, and fully revised and updated at least every two years, with full colour photography throughout. They are packed with impartial insider information on everything from hotels, bars, restaurants and sights to the complete cultural life of the city or area.

The guides appeal to an expanding market of culturally sophisticated, cosmopolitan travellers, with high disposable incomes.

With annual sales of one million copies and over three million readers, these guides are published in conjunction with Ebury Press – a division of Random House Group.

Global brands and local businesses can advertise across these titles, reaching a vast international audience. Exciting commercial opportunities are also available.

## TIME OUT CITY GUIDES

Published since 1990, the award-winning Time Out City Guides are chosen by discerning travellers for their in-depth coverage and independent, witty style.

Comprising between 256pp and 416pp, they are published in a highly portable paperback book format (198mm x 129mm) and retail for £12.99 (US \$19.95).

With the exception of London, Paris, New York and Barcelona, which are published annually, the guides are on sale for up to two years.

With strong background information, as well as up-to-date facts on leisure and entertainment, they are packed with colour photographs and clear, easy-to-use maps pinpointing all major venues.

Advertisements can be placed in relevant editorial sections:

**In Context:** essential background information (history, culture, etc).

**Where to Stay:** readers book before travelling, choosing from luxury and designer hotels to moderately priced alternatives.

**Sightseeing:** a critical round-up of major attractions, museums and art galleries, including lesser-known sights that other guides rarely cover.

**Eat, Drink, Shop:** the best restaurants, bars and cafés, and everything for the consumer from cutting-edge fashion to local specialities.

**Arts & Entertainment:** all aspects of culture for the visitor: **Comedy, Dance, Film, Galleries, Music, Nightlife, Sport and Theatre.**

**Trips Out of Town:** day trips and weekend breaks.

**Directory:** a handy resources section including: **Getting Around, Money, Opening Hours, Emergencies, Telephones and Business.**

**Maps:** fully indexed maps to the central areas of each city with hotels, restaurants, bars and sights pinpointed, plus transport network and surrounding area maps.



'And the winner is . . . Time Out, of course. Cutting-edge insider info means you'll be eating, drinking and sleeping in the right places'  
**The Sunday Times**

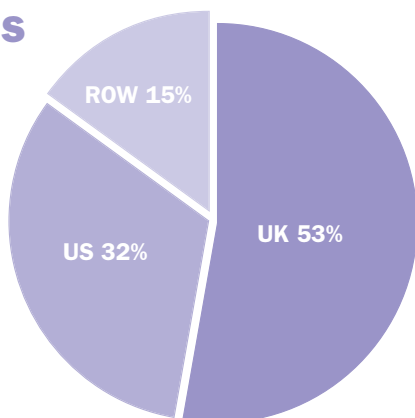


## DISTRIBUTION

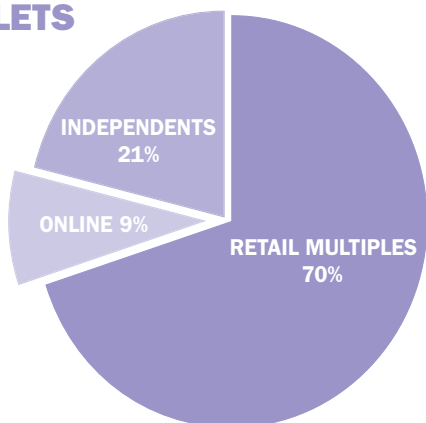
Primarily available in the UK and US, the City Guides and Shortlists are distributed through bookshop travel sections, leading newsagents and outlets at airports and stations. Worldwide distribution and easy online purchase ensure they are truly global guides.

Sales per title are projected on past performance to be between 15,000 and 40,000 copies, with readership in excess of 100,000.

## SALES



## OUTLETS



## READERSHIP PROFILE

- 55% are between 25 and 44 years old.
- 52% are male and 48% female.
- 85% are from the UK & US.
- 78% are ABC1 classification (professionals, senior management, middle management, skilled executives).
- 12 days is the average trip length for Time Out City Guide readers.
- 73% book their trip independently (62% book their trip online).
- 59% travel as part of a group or with a partner.

Compiled by Hallett Arendt (London) 2003 & 2005.

## TIME OUT SHORTLISTS

Published since 2006, Time Out Shortlists are sleek, pocket-size guides designed for those on a short stay in some of the world's favourite cities.

Concentrating on: **what's new**; **what's on** and **what's best**, they are published in mini-guide format (167mm x 105mm).

Comprising between 164pp and 224pp, they retail for £6.99 (US \$11.95) or £7.99.

With over 20 titles, this new series continues to expand rapidly. Amsterdam, Barcelona, London, New York, Paris, Prague and Rome are published annually; all other Shortlists are on sale for up to two years.

Advertisements can be placed in relevant editorial sections:

**Don't Miss:** expert advice on trends, the newest openings and what makes the destination special, with top tips on **Sights & Museums**; **Eating & Drinking**; **Shopping**; **Nightlife** and **Arts & Leisure**. We also include an extensive **Calendar** of exciting events.

**Itineraries:** themed day-long itineraries for those with limited time, but a thirst to experience as much as possible.

**By Area:** an area-by-area guide with easy to use maps with venues marked on.

**Essentials:** all your travel needs from the best **Hotels** to **Getting Around** and a **Resources A-Z**.

The Shortlist guides are crammed with editorial boxes, full colour maps and photos.

'Honest, authoritative, encyclopaedic, incisive... definitely the best, most comprehensive city guides in print today'  
**The Independent**

'These books are the most hip and culturally savvy I've used'  
**The New York Times**



## COMMERCIAL OPPORTUNITIES

In addition to advertising in our guides, global brands can reinforce brand image to a large international audience through:

- \* **Map section sponsorship:** logo placement on the opener page and advertising in this, or another section.
- \* **Editorial sponsorship:** a striking editorial box of factual information ie. Menu Glossary, Time, Health, Getting Around.
- \* **Bookmarks:** custom-designed bookmarks can be inserted across the whole series.
- \* **Tip-on cards:** a tip-on card on an advertisement page.
- \* **Specially inserted sections:** advertisement features.
- \* **Content packages:** up-to-the-minute editorial, the best international content available.
- \* **Travel supplements:** destination guides from the world's leading independent publishing group.
- \* **Online opportunities:** on the award-winning travel website [www.timeout.com](http://www.timeout.com)
- \* **Special sales:** Time Out City Guides and Shortlist titles are available at bulk purchase discounts.



## TERMS & CONDITIONS

1. Orders for Advertisements are accepted on and subject to Time Out's Standard Terms and Conditions For The Insertion Of Advertisements ('Standard Terms'), full details of which are available on the Time Out website at [www.timeout.com](http://www.timeout.com).
2. All advertisements must be prepaid unless a previously approved account has been agreed. Failure to comply with the agreed terms may (in addition to Time Out's own remedies) result in third party intervention and additional charges being incurred. Credit accounts are payable strictly thirty days from the date of invoice.
3. Time Out shall be entitled to charge late payment fees and late placement fees details of which are set in the Standard Terms, in the event that payment is not made by the due time and/or advertisements are not submitted by the Copy Date, and, where applicable, agreed copy deadline.
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6. Time Out maintains a totally impartial editorial policy. Advertisers are never guaranteed an editorial mention in exchange for taking the advertisement. Advertisers may receive a bad review or no review at all.
7. The person placing the order for the insertion of the Advertisement with Time Out warrants and confirms that they are contracting with Time Out as principal notwithstanding that they may be acting directly or indirectly as an advertising agent or media body or in some other representative capacity.

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# ADVERTISING RATES 2008 / 09

## City Guide series

Sizes	Colour		
	£	\$	€
Inside Front Cover	£4,500	\$9,000	€6,480
Inside Back Cover	£4,000	\$8,000	€5,760
Double Page Spread	£5,850	\$11,700	€8,425
1 <sup>st</sup> Ad Page (ROP)	£3,450	\$6,900	€4,970
2 <sup>nd</sup> Ad Page (ROP)	£3,250	\$6,500	€4,680
Full Page	£2,950	\$5,900	€4,250
Half Page	£1,625	\$3,250	€2,240
Quarter Page	£895	\$1,790	€1,290
Agency Commission	10%		
Black & White Rates	-10%		

## Shortlist series

Sizes	Colour		
	£	\$	€
Inside Front Gatefold	£4,650	\$9,300	€6,695
Full Page Opposite Maps	£3,150	\$6,300	€4,535
Double Page Spread	£4,410	\$8,820	€6,350
1 <sup>st</sup> Ad Page (ROP)	£2,950	\$5,900	€4,250
2 <sup>nd</sup> Ad Page (ROP)	£2,695	\$5,390	€3,880
Full Page	£2,450	\$4,900	€3,530
Half Page	£1,350	\$2,700	€1,945
Quarter Page	£745	\$1,490	€1,075
Agency Commission	10%		
Black & White Rates	-10%		

### Cross Title Discounts

3-5 titles	10%
6-10 titles	15%
11-15 titles	25%
16-20 titles	35%
Over 21 titles	40%



## Time Out City Guide and Shortlist Technical Specs



### Artwork Sizes

### Depth x Width

Full page (type area)	174mm x 108mm
Full page (trim)	198mm x 129mm
Full page (bleed)	203mm x 133mm
Double page spread (type area)	174mm x 242mm
Double page spread (trim)	198mm x 258mm
Double page spread (bleed)	203mm x 266mm
Half page (horizontal)	85mm x 108mm
Half page (vertical)	174mm x 52mm
Quarter regular	85mm x 52mm

*(Please contact Time Out for dimensions of gatefold and full page opposite maps)*

### Artwork Sizes

### Depth x Width

Full page (type area)	147mm x 80mm
Full page (trim)	167mm x 105mm
Full page (bleed)	175mm x 113mm
Double page spread (type area)	147mm x 186mm
Double page spread (trim)	167mm x 210mm
Double page spread (bleed)	175mm x 218mm
Half page (horizontal)	72mm x 80mm
Quarter regular	34mm x 80mm

*(Please contact Time Out for dimensions of gatefold and full page opposite maps)*



## Technical Specifications

<b>E-mail</b>	Delivery must comply with Pass4Press (details on application).
<b>Formats</b>	CD and email.
<b>File Types</b>	High res PDF to Pass4Press standard, EPS.

- All fonts and images supplied must be embedded (for viewing and printing purposes only)
- Do not compress files
- Colour images saved @ 300dpi in CMYK
- No responsibility for the final appearance will be accepted unless an approved proof generated from the computer file is supplied.
- Colour proofs accepted: Matchprint, Digital Cromalin, Iris Realist.

**Artwork can be emailed to:  
[guidesadcopy@timeout.com](mailto:guidesadcopy@timeout.com)  
 PDF print ready at 300dpi**

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