



THE

Times *Higher* *Education*

The only place to reach
Higher Education Professionals

Display Media Information
2010

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THE trusted voice in higher education

Times Higher Education has been at the heart of the UK's higher education sector for over 36 years. During this time it has built a solid reputation as the UK's most authoritative and trusted source of information about higher education.

THE is the only information resource solely dedicated to the higher education sector, and the only information resource written from the viewpoint of the people at the heart of the sector. This puts us in the unique position of not only being able to deliver the latest news stories with authority, but also being able to provide the analysis behind the headlines in a way that no other title can.

A wealth of knowledge and understanding

THE is the definitive resource for every professional working within the higher education sector. Every week **THE** delivers in-depth news and features to an information-hungry audience.

THE news delivers inside knowledge on all the latest news and a weekly news digest.

THE opinion features are written by highly regarded contributors from within the academic community.

THE features set the agenda each week giving analysis on everything from the latest student markets to the issues affecting academics in their working roles.

THE book reviews are written by academics, for academics and cover all disciplines, concentrating solely on non-fiction titles that appeal to an intellectual audience.

THE people focuses on the most recent appointments within the academic world.

THE research brings the latest research intelligence plus grant winners and citations by subject allowing readers to see at a glance what awards have been made, who's moved where and who's snapping-up the latest grants and funding.



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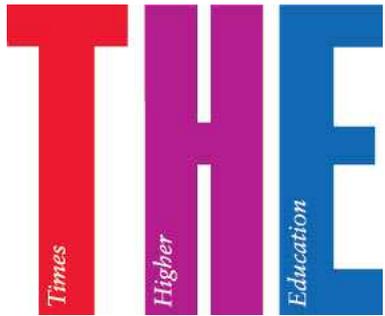
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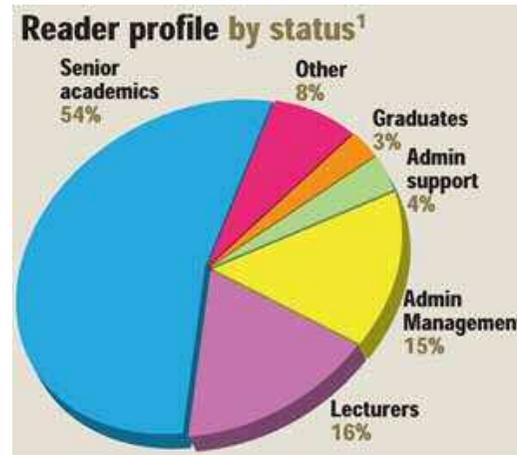
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Reaching your target audience

A highly qualified readership of nearly 60,000¹ stamps its authority on the sector, making **THE** by far the most significant publication in the lives of higher education professionals.



With a weekly circulation of 28,275² you can be confident that **THE** delivers the audience you need. Since the publication was relaunched in January 2008, readership and subscriber numbers have increased by 34%, earning **THE** an ACE³ Gold Press Award for outstanding circulation effectiveness.



Advertising opportunities

THE offers a range of advertising and marketing opportunities to suit your needs:

- Advertisements
- Inserts
- Courses, conferences and events
- Textbook guide
- World university rankings
- Sponsored supplements
- Roundtable debates
- Awards

¹Reiman O'Donnell **THE** Readership survey February 2009

²ABC Jan – Dec 2008

³Association of Circulation Executives

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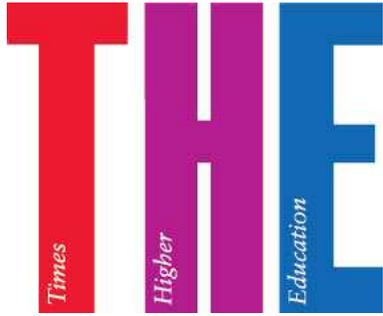
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Display advertising

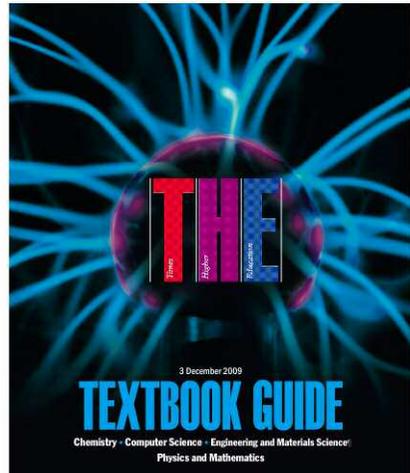
Display advertising in **THE** will ensure your message will be seen by a highly qualified audience who have spending power within the higher education sector. This is the most effective way of generating brand awareness for your company and product range.

Courses, conferences and events

A weekly section providing information on the latest courses, conferences and events, in a variety of subject areas. **THE** readers have been found to make up to 75 per cent of all attendees at courses and conferences, making this the ideal place to promote your event.

Textbook guide

THE is the only publication to review textbooks. Each supplement is devoted to textbooks across specific disciplines. The reviews are written by working academics experienced in teaching and lecturing plus student reviews, making it the ideal platform to promote your books to a highly targeted audience.



25 February 2010

- Politics
- Biological Science
- Medicine
- History
- Literature
- Geography and Environmental Science

27 May 2010

- Business and Management
- Economics
- Social Sciences
- Philosophy
- Computer Science
- Mathematics and Physics

4 November 2010

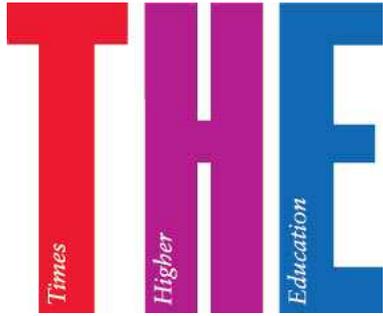
- Languages and Linguistics
- Law
- Psychology and Psychiatry
- Cultural, Media and Gender Studies
- Chemistry
- Engineering

World university rankings

THE publishes the respected and influential annual World University Rankings, which are used by students to select courses, by academics to examine their career options and research collaborations, by institutions to benchmark their performance and set strategic priorities, and even by governments to set policy.

On the day of their publication last year, they attracted more than one million web visits in 24 hours, and they make the news around the world.

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Online advertising

THE online advertising on www.timeshighereducation.co.uk allows you to reach an average of 417,122 unique higher education users each month, with 1,511,088 page impressions per month¹

Website banners

Headers and right-hand column ads are available
Minimum order: 20,000 page impressions
Run of site only

Email alerts

Two e-newsletters are published each week: the Editor's newsletter on Thursdays, and the Literary newsletter on Fridays. Skyscraper ads are available

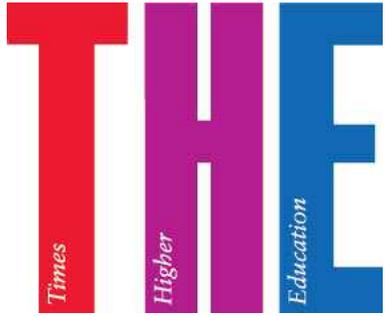
Additional digital opportunities

Further digital opportunities are available, such as webinars, digital supplements and bespoke events.

Contact us to discuss your requirements

The screenshot shows the homepage of the Times Higher Education website. At the top, there is a navigation bar with links for 'My THE', 'Login', and 'Register'. Below this is a search bar with 'Search Jobs' and 'Search Archive' buttons. The main content area features several sections: 'THE JOBS' with a search for the best jobs in higher education, 'HIGHLIGHTS FROM THIS WEEK'S THE' with a sign-up for a free newsletter, and 'WORLD RANKINGS 2004 - 2009' with a link to complete data. There are also sections for 'Follow Times Higher Education on Twitter!', 'RSS Feeds', 'BREAKING NEWS' with headlines like 'Helicopter parents should buzz off, says survey' and 'Canterbury Christ Church names new v-c', 'READERS' REACTIONS', 'COVER STORY' titled 'The core connection', 'Featured Employers' including TVU and Hefce, 'Latest jobs from THE' with a listing for an Associate Dean at Thames Valley University, and a 'DON'T MISS OUT ON THE PERFECT JOB' section with a sign-up for free email alerts.

¹Omniture July to December 2009



Sponsored supplements

THE sponsored supplements offer the opportunity for your brand to be affiliated with THE and the key issues facing the higher education sector. Written by respected writers, our supplements include overviews, analysis and reports in a compact and compelling format. Sponsoring a supplement gives you:

- 'In association with' status and includes your logo on the front cover
- Full-page advertisement inside the supplement
- Run-on copies for your own promotional use

Roundtable debates

THE roundtable debates are the ideal platform to give your key target audience the opportunity to voice their opinion on issues affecting the higher education sector and associate your brand with a specific topic.

Working with our editorial team, we create the environment and use our network to create a balanced forum to discuss the issues of your debate. Associate your company with real issues your audience want to discuss.

Events

THE conferences and events attract a wide audience. The Lord Drayson and Dr Ben Goldacre Debate (*Science Reporting: is it Good for You*, 16 September 2009) booked out within 24 hours of announcement, and was also available as a live webcast.

THE LEADERSHIP & MANAGEMENT AWARDS 2010
CELEBRATE THE INNOVATION, TEAMWORK AND COMMERCIAL ACUMEN OF UK HIGHER EDUCATION.
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All roles
All locations
Enter your keyword Go Advanced Search

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Debate: Science reporting: is it good for you?

16 September 2009, 7pm
Join Science Minister Lord Drayson and Dr Ben Goldacre (author of *Bad Science*) for an open discussion on the state of science reporting in Britain.

Participate in the debate via Twitter (@timeshigher) - air your views on what's good and bad about the coverage of science and science-related stories in the UK. For full details visit www.rhig.org or call 020 7499 2952. For customer support call 020 3194 3372.

Please note that the debate will also be available here to view on demand from 17 September 2009 at 6pm GMT.

REQUEST A FREE DOWNLOAD OF THE REPORT >

SUBSCRIBE TO THE ONLY £45 A YEAR. SAVE 60% ON THE ANNUAL SHOP PRICE

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Awards

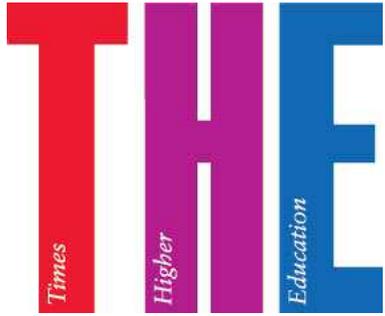
THE also offers you exposure through sponsorship of the only significant awards in the sector, celebrating excellence in higher education.

The flagship **THE** Awards have become the highlight of the academic calendar since their launch in 2004, representing the pinnacle of achievement for innovation and outstanding success in the higher education sector. Celebrating the core missions of research and teaching, and with the backing of ministers and business leaders and, most importantly, the institutions themselves, **THE** Awards provide a glittering reflection of the sector's creativity and skills.

Last year saw the launch of the **THE** Leadership and Management Awards, which celebrated innovation, best practice and all round achievement among the management teams across the whole of the UK higher education sector. These awards are designed to celebrate the sector's leadership, management, financial and business skills. They showcase the extraordinary innovation, teamwork and commercial acumen of UK higher education institutions.

The 2010 **THE** Awards and **THE** Leadership and Management Awards are set to be the best yet. Take the opportunity to associate your company with the sector's winners and give your brand the profile it deserves.





Advertisement rates

Display rates

	Colour	Mono
Full page	£6,175	£4,965
Half page	£3,200	£2,535
Quarter page	£1,655	£1,325

Online rates

Header banners	£30 cpm
Right hand column ads	£28 cpm
Email alerts	POA

Course, conferences and events rates

	Colour	Mono
Full page	£5,712	£4,872
Half page	£2,856	£2,436
Quarter page	£1,428	£1,218
1/8 Page	£714	£609
1/16 Page	£408	£348

Series bookings

1-3 insertions	0%	7-11 insertions	10%
4-6 insertions	5%	12+ insertions	15%

Please note all costs are subject to VAT

Other opportunities POA

Inserts
 Textbook guide
 World university rankings
 Sponsored supplements
 Roundtable debates, conferences and events
 Awards



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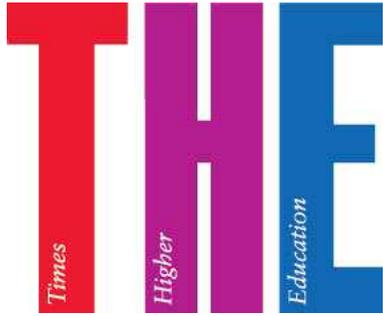
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Print Specifications

Sizes

Full page bleed	310 mm deep x 240 mm wide
Full page trim	300 mm deep x 230 mm wide
Full page type	270 mm deep x 212 mm wide
Half page vertical	270 mm deep x 104 mm wide
Half page horizontal	130 mm deep x 212 mm wide
Quarter page	130 mm deep x 104 mm wide

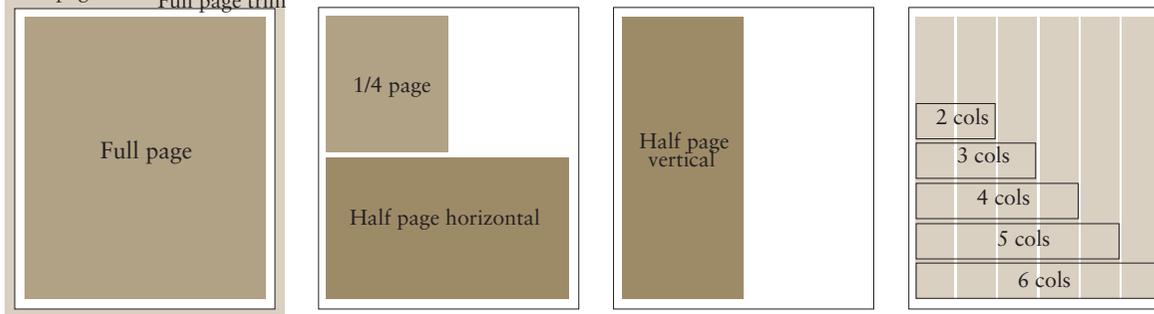
Column widths

2 cols	68 mm wide
3 cols	104 mm wide
4 cols	140 mm wide
5 cols	176 mm wide
6 cols	212 mm wide

Online Specifications

Website headers	454 x 131px
Right hand column ads	336 x 178px
Email alert ads	190px wide, height unlimited

Full page bleed Full page trim



Publication day: Weekly, every Thursday

Booking deadline: 2 weeks prior to publication

Copy deadline: 10 days prior to publication

Print process: Heat-set web offset

Digital artwork delivery

Email is the preferred method of receiving both mono and colour digital copy – rop@tsleducation.com

For colour artwork: CMYK ONLY. No RGB. No Pantone

Fonts: All fonts must be Postscript Type 1 and embedded within the file or they will be reformatted using TSL licensed fonts

General print requirements

PDF files must be press optimised, maximum Acrobat 5, PDF version 1.4, minimum Acrobat 3, PDF version 1.2

Single advertisement per PDF file

All copy to be supplied as size booked

Maximum process ink weight 310%

Screen ruling 150 lpi

Image resolution 300 dpi

Online advertising requirements

We accept GIF, JPEG, Rich Media and Third Party ad tags. 15 second maximum for any animation. Ads in email alerts cannot use rich media.

Any sound must be user-initiated, defined as a click and not a mouseover or rollover, and clearly labelled with play and stop controls.

We accept ads up to Flash 8.0. A back-up GIF must be sent along with the file.

Full requirements and specifications are available from the operations team.

Contact the Operations team on 020 3194 3231 or 3223

Email: rop@tsleducation.com

Cancellation period

At least seven weeks written notice prior to publication date is required to stop or suspend an insertion without charge

Terms and conditions

Conditions of acceptance of advertisements can be found online at www.timeshighereducation.co.uk/advertising

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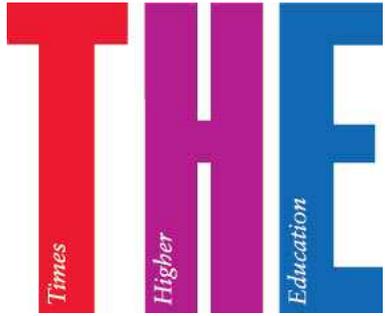
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