

TIMES ONLINE

RATE CARD

Advertising is sold in units of 1,000 page impressions (CPM rate)
Campaigns can be served run of site, targeted to pages or sections

CPM Rate (£)	Leaderboard	Skyscraper	MPU	Half page	Rich Media
Main News, Business, Money	46	56	62	82	On request
Travel, Driving, Tech & Net	44	54	60	82	On request
Other Targeted Channels	42	52	54	78	On request
Run of Site	36	44	48	74	On request

Email is sold in units of 1,000 page impressions (CPM rate)
Email can be targeted by topic interest or demographic.
Subscriber numbers subject to variation.

Email type	Frequency	CPT (£)	Subscribers
News	Daily (M-F)	56	88,252
Business	Daily (M-F)	56	51,453
Money	Weekly	62	114,473
Driving	Weekly	62	42,928
Travel	Weekly	62	147,945
Arts & Ents	Weekly	46	143,586
Property	Weekly	62	23,608
Health	Weekly	46	55,892
Books	Monthly	62	111,484
Gardening	Monthly	62	65,307
Law	Weekly	56	15,995
Crème	Weekly	56	11,729
Bespoke, targeted co-branded	On request	82	On request