



News UK

TRAVEL INTRODUCTION



OVERVIEW

News UK is the proud owner of a stable of news and media brands that span the most popular to the most respected, cover the highbrow to the lowdown, provide the first flash and the last word.

Our award-winning stable of titles provide world-class news, sport, analysis and opinion to an audience that crosses race, age and class.

News UK is part of News Corp – a global media business focused on creating and distributing content that educates, entertains, informs and inspires our customers. Anywhere in the world. Online, offline, at work and at play.

We have a broad and diverse range of channels, covering everything from the biggest news brands in the UK to market leading innovative video distribution and creation and some of the biggest names in broadcasting across our range of radio stations.

We consistently produce award winning campaigns for market leading brands, so let us help reach your audiences and deliver some amazing results.



OVERVIEW: THE TIMES & SUNDAY TIMES

943k

Average daily readership Mon-Sat of The Times, from a circulation of 406k – making it the biggest quality newspaper

Source: PAMCo 1 2019, Jan'18-Dec '18

1.68m

Average readership of The Sunday Times with a circulation of 708k – the highest for a quality Sunday newspaper

Source: PAMCo 1 2019, Jan'18-Dec '18

5.2m

Monthly unique visitors to thetimes.co.uk with 78% of these coming from mobile devices

Source: comScore UK Jan '19

97%

Of Times and Sunday Times readers are ABC1, with 69% of these being AB

Source: TGI 2018

£4.92bn

Spent every year on holidays by Times and Sunday Times readers, with an average spend of £3,498

Source: TGI 2018

8.0m

Total monthly brand reach for The Times and The Sunday Times across print and digital

Source: PAMCo 1 2019, Jan'18-Dec '18

OVERVIEW: THE SUN



2.83m

Average daily readership of The Sun from a circulation of 1.37m – making it the most read newspaper in the UK

Source: PAMCo 1 2019, Jan'18-Dec '18

2.36m

Average readership of The Sun on Sunday with a circulation of 1.14m – the highest of any Sunday newspaper in the UK

Source: PAMCo 1 2019, Jan'18-Dec '18

29.5m

Monthly unique visitors to thesun.co.uk, with 92% on mobile devices

Source: ABC, April '19

59%

Of visitors to thesun.co.uk are ABC1

Source: TGI 2018

£4.37bn

Spent every year on holidays by Sun readers, with an average spend of £2,204

Source: TGI 2018

29.3m

Total monthly brand reach for The Sun across print and digital

Source: PAMCo 1 2019, Jan'18-Dec '18

OVERVIEW: SUNDAY TIMES TRAVEL MAGAZINE



The Sunday Times Travel Magazine' is the glossy holiday bible for people who love to get away. The best-selling travel title on the UK newsstand, it's the go-to publication for inspiration, information and award-winning writing and photography.

Authoritative yet accessible, beautiful but useful, it's not a magazine to be left unread on the coffee table or to be slogged through dutifully — it is, quite simply, the magazine consumers turn to when they want ideas for their holidays.

57,856

Monthly circulation in the UK

86%

Of readers are ABC1

77%

Of readers take 3 or more trips every year

58%

Of readers are aged 45 and over

OVERVIEW: LUXX

L U X X

LUXX offers an informative, aspirational and entertaining look at the finer things in life. All those things that make all that hard work worthwhile. It's about the best the world has to offer – design craftsmanship, purpose, giving, giving back – all beautifully presented in a light and tone that everyone can enjoy.

Distributed five times a year with travel content included in each issue and there is also a dedicated LUXX Travel Report in January.

350k

Circulation of LUXX which is inserted into The Times on a Saturday and in luxury hotels, airport lounges and members clubs in March, May, September, November and December

AB

Through The Times, we reach more AB men and women under 45 than any other quality newspaper. It is also the No.1 daily for C-Suite execs, reaching 29% each day

73%

Of our readers have flown first or business class in the last year

20+

31% of Times readers have flown on 20+ trips

OVERVIEW: WIRELESS

wireless

The Wireless Radio Group offers a range of stations that covers music and talk with programming to appeal to all ages, with huge brand reach.

We can work with partners on advertising, sponsorship and promotional opportunities with the following national stations and also boast a network of regional stations should you wish to run more geographically targeted campaigns.



Content: Rock & Pop music

Key talent: Chris Evans, Kate Lawler

Audience: Adults 25-44

Listeners: 1,300,000



Content: Live sports and sports talk

Key talent: Alan Brazil, Georgie Bingham

Audience: Men 15-44

Listeners: 3,055,000



Content: Entertainment, current affairs and news

Key talent: Eamonn Holmes, Julia Hartley Brewer

Audience: Adults 25-44

Listeners: 339,000



Content: Live sport and magazine style programming

Key talent: Ray Stubbs

Audience: Men 15-44

Listeners: 424,000



storyful.

Overview

Storyful is the world's social media intelligence agency, sourcing user generated content of your destination, product or a key theme to produce beautiful, highly impactful brand videos that are authentic, relatable and engaging. We are one of a small number of global businesses with elevated access to all publicly posted content across major social media platforms, giving us the best video out there.

How does it work?

Working to your brief, our team will find and license relevant UGC content and work with you to create a fully edited film that can be used across a range of online and offline channels. All content provided is verified and licensed for a 12 month period.

Why use Storyful?

As well as giving you highly impactful, high quality video with a natural feel, we take the hard work out of creating video content. Planning a bespoke shoot can be a lengthy and costly process, using Storyful is quick, easy and cost-effective.

How long does it take?

Timings vary for each project, but from brief to delivery can be around 4 weeks.

[**CHECK OUT OUR CASE STUDIES AND FIND OUT MORE HERE →**](#)

79%

consumers believe the content that average people share is more honest than advertising from brands

60%

believe that UGC is the most authentic form of content

6.9x

increase in engagement on social posts with user generated content

Sources: AdWeek 2018, Mavrck Facebook Benchmarking Report 2017, Stackla Consumer Content: Influencer in the Digital Age 2017



UNRULY

Overview

Unruly is a market leading video distribution and analysis platform that enables you to reach your desired audiences with video content in a highly targeted, cost-effective manner across the open web. We can also test, analyse and make recommendations on optimising your videos and audiences with **Unruly EQ**.

How does it work?

Simply provide your video assets and audience profiling and leave it to us. We work on a cost per completed view model, so you only pay if the viewer watches to the end of the video or to 30 seconds (whichever occurs first). **Unruly EQ** allows us to test and analyse your video using audience surveys and facial coding techniques that can help to optimise both your creative and targeting.

Why use Unruly?

We only work with quality, brand safe sites and in non-invasive formats, giving you peace of mind and the best possible user experience. If you have blacklisted content areas, then we'll avoid those, too. We can also put a **brand bar** on the player window to keep your brand in front of the user throughout..

How long does it take?

We can turn around campaigns and have them live in less than a week.

86%

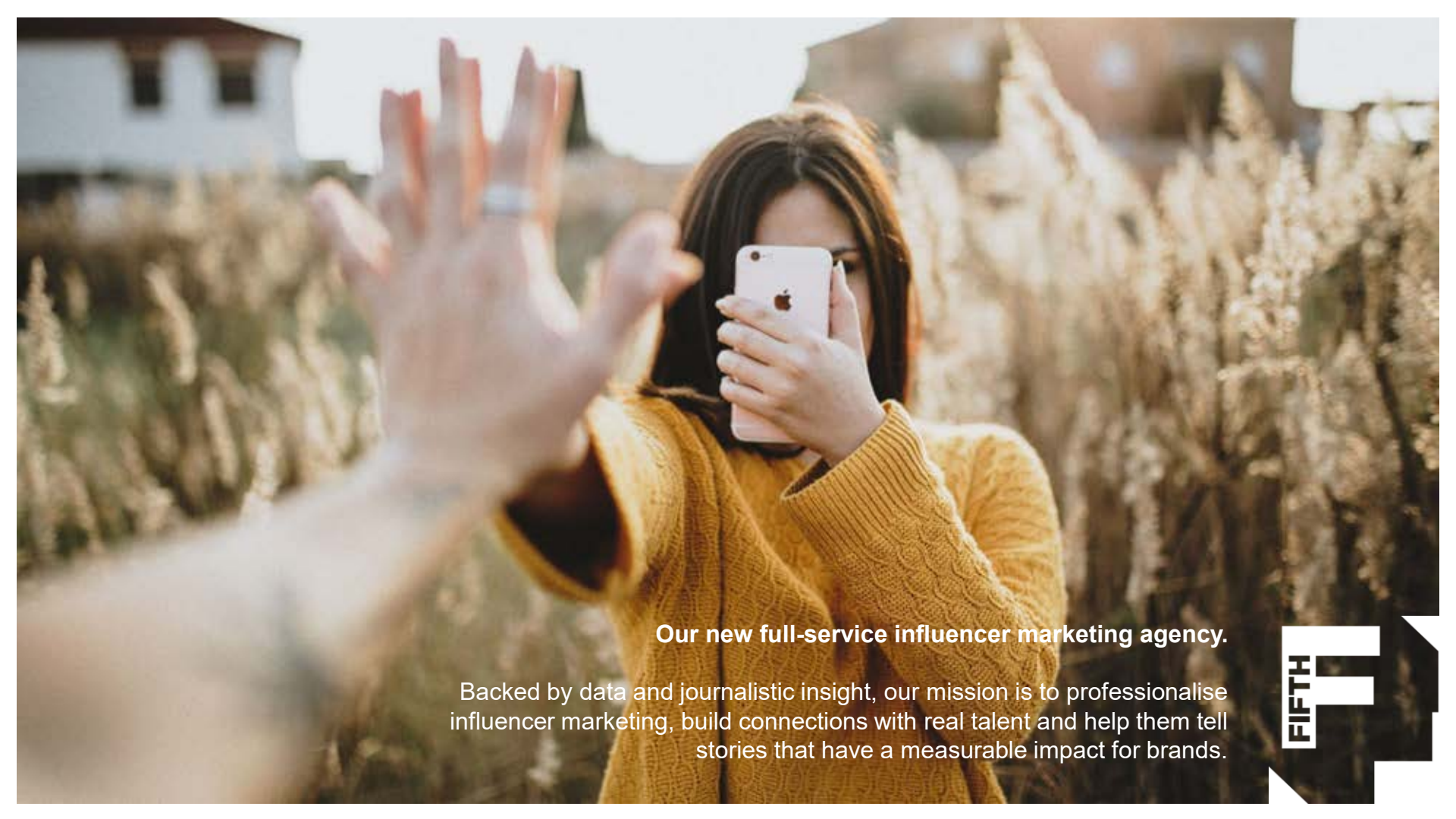
reach across the UK internet population

82%

of video views are delivered across comScore 1000 sites

1.2bn

global reach for Unruly



Our new full-service influencer marketing agency.

Backed by data and journalistic insight, our mission is to professionalise influencer marketing, build connections with real talent and help them tell stories that have a measurable impact for brands.



COST GUIDELINES



Digital native articles: From £8,000 (including 10,000 guaranteed UVs)

Digital display: From £25 CPM

Print: Subject to format and positioning, contact us for details



Digital native articles: £10,000 (including 18,000 guaranteed UVs)

Digital display: From £25 CPM

Print: Subject to format and positioning, contact us for details



Print pages: Subject to volume, with display and classified options available. Half and quarter pages available in classified.

Advertorials: Page rates incur a loading fee + production cost



Options for advertising, sponsorships and promotions. Costs are subject to station and day time, but can start from c.£10k



For a £30k investment we will produce a 30 second edit with two mobile optimised cut downs for social usage. There are also economies of scale in running a bigger series of videos and we can look at shorter edits too. Ask us for a bespoke cost.



Based on a cost per completed view, we have a minimum spend of £10k that will provide 100,000 completed views. Higher investment levels will give a reduction in the cost per view and additional value.



bridge STUDIO

Our multi-award winning studio team are on hand to deliver amazing campaigns both creatively and through the intelligent use of media.

WE ARE A CONTENT STUDIO THAT PUTS THE SCIENCE OF EMOTION AT THE HEART OF EVERYTHING WE MAKE.

At Bridge Studio we have put the power of emotion at the heart of our planning process – ensuring we make campaigns for our clients that not only connect with valuable audiences, but also change how they feel about each brand. And then we deliver a return, every time.

We use data and insight tools, together with journalistic experience, to calculate the best possible Audience / Attitude for our clients, the right Emotions to engage them, and apply the right Motivations to get them to do something as a result.

We then use these insights to develop media agnostic solutions to client challenges - in short, we make brilliant stuff that works!

[Find out more about Bridge Studio and see some case studies here.](#)





Who we are:

Skilled team of event professionals creating bespoke events from conception to execution

News UK



Service includes:

Event management
Venue management
Guest management
AV and production
Branding



Event formats include:

Panel discussions
Award ceremonies
Conferences
Drinks receptions
Experiential activations
Exhibitions



Floor 17 package includes:

Hire and furniture
AV and staging
Catering
Staffing and security
Guest journey management

Branding opportunities:

- Reception digital screens
- 17th floor lift lobby screen
- Window vinyls
- Static light boxes
- Stage backdrop
- TV screens
- Signage



Set up capacities:

- Reception: 300
- Theatre: 250
- Dinner: 150
- Cabaret: 120



An aerial photograph of a sandy beach with waves crashing on the right side. A small, dark-colored car is parked on the sand in the center of the frame. The text "CREATIVE EXAMPLES" is overlaid in white, bold, uppercase letters across the middle of the image.

CREATIVE EXAMPLES



DPS advertorial



4pp gatefold advertorial throwout



SUNDAY TIMES TRAVEL MAGAZINE

The Sunday Times Travel Magazine is the UK's best selling monthly travel magazine, with a 60,000 circulation.

A glossy holiday bible for people who love to get away, it is the go-to publication for inspiration, information and award winning writing and photography.

Advertorials can run from 1-4 pages or as bound in 4-8pp gatefold throwouts.



NATIVE CONTENT ARTICLES

A highly effective way of reaching a targeted and relevant audience, native articles deliver a guaranteed number of unique users to the produced content, with 10,000 per article on The Times and 18,000 on The Sun.

Examples – click to view

essential
COSTA RICA

 **SOUTH AUSTRALIA**

Virgin
trains

VIENNA

SEAWORLD PARKS
& ENTERTAINMENT



Times advertorial example



Sun advertorial example

NEWSPAPER ADVERTISING

Using our print titles, we can reach both the largest and best quality audiences in the UK.

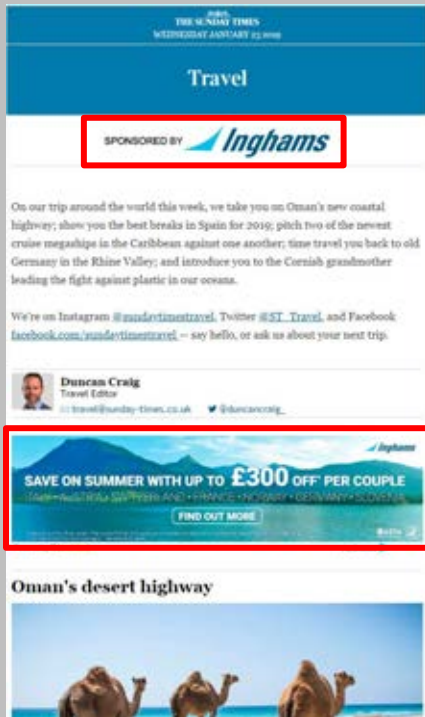
Whether content led advertorials or brand led display, we can run a mix of creative to both inform and inspire readers.



DIGITAL DISPLAY

To further extend campaigns and drive bookings and enquiries, running digital display activity across our sites is a hugely effective way of driving brand awareness and consumer action.

We can run activity as run of site, targeted to audience demographics and in the case of The Sun, we can target activity around the travel section.



TRAVEL EMAIL SPONSORSHIP

Each Tuesday and Wednesday we send out emails to a Times database of just over 20,000 readers who we know have an interest in travel, that recaps the latest content we have run in print and can offer sponsorship of these to third parties.

The sponsorship of these newsletters entails the inclusion of your logo along with two banners to deliver clicks to an external site or native content on The Times website.

Aer Lingus 

virgin atlantic 

SEAWORLD PARKS
& ENTERTAINMENT



amazing
THAILAND 



STORYFUL

Storyful creates powerful and emotive videos for brands, by sourcing user generated content relating to your product or destination.

Efficient, cost effective and highly engaging and authentic, we have already worked with a number of market leading brands to deliver this content.

To see the full range of travel clients we have worked with, [click here](#)



UNRULY

Unruly is a highly advanced and cost efficient video distribution platform that can target users across the open web in polite formats and on premium sites based on your targeting requirements.

Working on a cost per completed view model, you are only charged if a user watches to the end of a video or to 30 seconds, whichever occurs first and can link to other sites, whether to native content or a booking site.

For maximum impact, Unruly can also include a 'brand bar' at the top of the player window with your branding in it.

A woman with long red hair is sitting on a wooden deck, looking out at a vast mountain range under a sunset sky. The mountains are illuminated with warm orange and red light. The foreground shows a wooden deck with a green blanket and a white mug. There are several lanterns on the deck, and the background is filled with trees and a clear sky.

GET IN TOUCH
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