

The Daily Telegraph · The Sunday Telegraph · Telegraph.co.uk



Clarke has doubts over terror laws



Home Secretary Gordon Brown has expressed doubts over the new terrorism laws, saying they could be "too far-reaching".



GCSE English pupils shoulda done better, say examiners

Examiners have said that GCSE English pupils should have done better, with many failing to meet the minimum pass mark.

DIGEST

- World News
- Business
- Sport
- Arts & Entertainment
- Health
- Technology
- Science & Tech
- Education
- Environment
- Opinion
- Local News
- Weather

The Sunday Telegraph

2 FOR 1 GASTRO PUB MEALS

OVER 550 PARTICIPATING PUBS

WIN TICKETS TO THE WORLD CUP SECOND ROUND

It's your job to fight the yobs, Reid tells public

Home Secretary Gordon Reid has urged the public to take responsibility for tackling anti-social behaviour.



Telegraph.co.uk

Media information
5.0 million readers every week
4.7 million unique users every month



The Telegraph Group: publishers of the UK's market-leading quality newspapers.

Under new ownership, the Telegraph has seen substantial innovations and investment in its titles over the last 12 months. The Daily Telegraph launched a stand-alone Business section and a tabloid Sport section, while the Sunday Telegraph launched two new magazines: Stella, a top-end fashion and beauty magazine, and Seven, a listings and entertainment weekly. Additionally, both papers have considerably more colour sites available for editorial and advertising.

In 2006, you will see continued innovation in the newspapers and further expansion into online publishing on all available platforms.

We look forward to working with you.

Dave King
Executive director



The senior sales management team (from left)

- | | |
|-----------------------|---------------------------|
| Sarah Newton | Create sales director |
| Ken Breen | Newspaper sales director |
| Jim Freeman | Director of trading |
| Alex Foster | Classified sales director |
| Dave King | Executive director |
| Simon Hills | Magazine sales director |
| Mathew Watkins | Group sales director |

2 FOR 1 EUROSTAR TO PARIS, BRUSSELS AND LILLE SEE PAGE 18 FOR DETAILS

MEMBERS OF THE YEAR

The Daily Telegraph

SPORT NEW 32-PAGE COMPACT DESPAIR AT DULL ENGLAND

BUSINESS NEW 12-PAGE SECTION MADE IT BY 40: THE UK'S TOP YOUNG ENTREPRENEURS

BRITAIN'S BEST-SELLING QUALITY DAILY

Monday, October 10, 2005 45p

Earthquake kills 20,000 with hundreds of schoolchildren among the dead and trapped

From the rubble came a boy's cry: Save me



JOHN PEEL EXCLUSIVE EXTRACT

HEALTH

ON POLICY

DIGEST

THE BLUNKETT AFFAIR

The New Adult Entertainment Channel from 4pm to 8pm

A VERY SOCIAL SKILL SET Things to do

INTERVIEW THE DAY I ALMOST DIED, BY STANLEY FINK, BOSS OF THE WORLD'S BIGGEST HEDGE FUND

The Daily Telegraph

BUSINESS

British Airways dumps Saatchi

Airline ends 23-year relationship in bitter blow to advertiser's reputation

NEW BRANCH OF THE ROYAL FAMILY



William picks HSBC for work experience

IN FOCUS THIS ISSUE

MARKET 40 Revealed: UK's best young entrepreneurs

EXCLUSIVE David Belcher on the truth about work

EXCLUSIVE Yvette Essam's new Am column

EXCLUSIVE A quirky look at City life by Andrew Cave

PLUS Diary and Book Post

VEHICLE FINANCE THAT'LL HELP DRIVE YOUR BUSINESS FORWARD

0845 605 7090

THE BANK OF SCOTLAND

The Daily Telegraph

SPORT

HANSEN

Game by game, confidence is seeping into this team

WORLD CUP 2006

England fans face great ticket rush



THE BEST ANALYSIS

HENRY WINTER
ALAN SMITH
GRAHAM TAYLOR
BRIAN MOORE
MICK CLEARY
TONY MCCOY

WORLD CLASS SPORTING OPINION

EXCLUSIVE INTERVIEWS

BICKY PONTING
FACE TO FACE WITH MARK NICHOLAS
LAWRENCE DALLAGLIO
TALKS CONVERGENCE WITH JAMES CRACKNELL
ANDY MURRAY REFLECTS ON HIS AMAZING YEAR

HARD DISK TECHNOLOGY

BEST FOR YOUR TV PROGRAMMES
BEST FOR YOUR MUSIC



0800 000 000

News and features

- 32 broadsheet pages
- 14 colour sites

Business

- 8-12 broadsheet pages
- 4 colour sites

Sport

- 24-32 compact pages
- 4 colour sites



Health on Monday

Three pages on the latest news and trends in wellbeing, from apple diets to the healing power of song.

Regular features include

- The Shape I'm In - the lifestyle (bad) habits of the rich and famous
- Under the Knife - the ins and outs of cosmetic surgery
- Trust Me, I'm a Junior Doctor - Max Pemberton's column on working the wards



Fashion

The latest aspirational designs - from Tesco's Cherokee label to Alexander McQueen - in full colour with expert commentary from Hilary Alexander.



Sport

Thirty-two pages of views and analysis led by experts Henry Winter, Alan Hansen and Alan Smith. Plus Brian Moore talks rugby and Michael Parkinson shares his views on the world of sport.

Also featured on Monday

- **Business** Eight pages that set the agenda for the week ahead, including Jack and Suzy Welch's Winning column, which tackles business challenges, and the Monday Interview
- **Arts** Including On The Road, our editorial round-up of the best regional theatre, and Sneak Preview, the insider guide to forthcoming attractions. Plus Entertainment listings
- **Column on Monday** Amy Rosenthal, the popular playwright

Mondayfacts

1.4 million readers of The Daily Telegraph want to improve their health and fitness – **more** than the readers of any other quality daily newspaper

£1.1 billion was spent on fashion items by readers of The Daily Telegraph in the last twelve months – **more** than the readers of any other quality daily newspaper

More readers of The Daily Telegraph say they are interested in football, rugby league, cricket, tennis, golf or horse racing than the readers of any other quality daily newspaper

£28 million was spent on sports equipment last year by readers of The Daily Telegraph

1.4 million readers of The Daily Telegraph do some form of sport or exercise at least once a week – **more** than the readers of any other quality daily newspaper



Business

12 pages including Media Centre with expert Roy Greenslade. Plus Telegraph Business Club and Business to Business advertisements for those trying to get established or stay ahead in the field.



Tuesday Interview

An in-depth profile of a person currently in the spotlight - from Hollywood actors to politicians - by our team of insightful writers.



Art

- In the Studio - Serena Davis gets the story behind artists' latest works
- Under a Grand - what could be yours for less than £1,000
- Exhibitions - Richard Dorment reports on what's new at the galleries
- Art Sales - Will Bennett's round-up of the week's art sales, plus our Fine Arts advertisement section

Also featured on Tuesday

- **Sport** Today's coverage includes Sue Mott's forthright views on the world of sport, plus Henry Winter, the number one football correspondent
- **Science** Roger Highfield looks at the amazing developments of today and tomorrow's possibilities
- **Column on Tuesday** Alexandra Shulman, editor of *Vogue*, or Lesley Thomas on beauty and health
- **Radio Critique** by the peerless Gillian Reynolds

Tuesdayfacts

More readers of The Daily Telegraph have pensions, ISAs, shares, loans and mortgages than the readers of any other quality daily newspaper

Readers of The Daily Telegraph have **£67 billion** worth of savings and investments - **more** than the readers of any other quality daily newspaper

1.2 million readers of The Daily Telegraph are affluent AB adults - **more** than the readers of any other quality daily newspaper

487,000 of these AB adults visited antiques shops, auction rooms, auction houses and country house auctions last year - **more** than the readers of any other quality daily newspaper

320,000 like to collect fine art, including everything from furniture, paintings, glassware and china to silver, pictures and sculpture

265,000 visited art dealers and galleries last year

The Daily Telegraph

Wednesday



Style on Wednesday

Timely features on all things fashion, plus an array of expert advice from Clare Coulson, Lesley Thomas and Hilary Alexander.

- The Body Beautiful - Lesley Thomas's guide to make-up and the latest beauty tricks
- Ask Hilary - Our resident expert rescues readers from fashion faux pas and tells them how to look good
- Fantastic Four - Sarah Baker shows how to make the most of one item with four different ensembles
- Once a month Bee Schaffer gives the lowdown on life as a teenager in New York



Travel

The best last-minute holiday breaks and destinations of the moment provide the perfect inspiration, and mid-week audience, for holiday, flight and car hire companies.



Sport

The Robert Phillip Interview provides an in-depth insight into the lives of current sports personalities. Plus John Inverdale and the best Fantasy Football game in Britain played by 226,000 Jose Mourinho wannabes.

Also featured on Wednesday

- **Business** Jeff Randall, Britain's best business commentator, plus Tom Stevenson's advice on which bonds and derivatives are worth watching
- **My Inspiration** A weekly column in which a celebrity from the arts world reveals the cultural milestones in their life
- **Column on Wednesday** Rachel Johnson, author of the best-selling Mummy Diaries
- **Education** News, issues and readers' letters. Edited by John Clare, originator of The Daily Telegraph's pioneering School League Tables

Wednesdayfacts

More affluent ABC1 female readers read The Daily Telegraph than Vogue, Marie Claire, Glamour, Elle, New Woman, Red, Company, She, In Style and Harpers & Queen

£1.1 billion was spent on fashion items by readers of The Daily Telegraph in the last twelve months – **more** than the readers of any other quality daily newspaper

£6.9 million is spent on skin care every month by readers of The Daily Telegraph – **more** than the readers of any other quality daily newspaper

£5.6 million is spent on cosmetics every month by readers of The Daily Telegraph

£3.1 billion was spent on holidays in the last twelve months by readers of The Daily Telegraph – **more** than the readers of any other quality daily newspaper

The Daily Telegraph

Thursday



MusiconThursday

Music on Thursday crosses boundaries to review and promote music in all its forms. Highlights include Neil McCormick's rock reviews, big-name interviews and Perfect Playlist, our pioneering download column, which features the best 10 tracks by an artist or band that can be downloaded from Oxfam's www.BigNoiseMusic.com for just 50p a track.

"Downloading tracks is still very new ground for the majority. It is great to be working with a paper that is passionate about promoting new platforms for receiving and playing music and is actively encouraging its readers to sample the very best of what is available. A testament to this is the sheer volume of download requests we receive every week."

Gareth Simpson, Oxfam



jobs.telegraph.co.uk

News and features to keep the modern, ambitious employee up to date and on the ball. Plus more advertising for commercial aviation, building and construction, engineering, environment and public health, general management, logistics, manufacturing, purchasing, retail and distribution and sales vacancies than any other quality newspaper.

Source Nielsen Media Research November 2004-October2005



Londonproperty

Distributed every Thursday with 400,000 copies of The Daily Telegraph in London, Suffolk, Cambridgeshire, Oxfordshire, Buckinghamshire, Hampshire, Sussex, Surrey and Kent, London Property offers a larger distribution than the Evening Standard and is the only quality newspaper supplement dedicated to property in London and the South East.

Editorial includes

- the latest trends including the up-and-coming areas
- improvements that really add value
- why Londoners are obsessed with property
- the best towns to commute from
- eco-friendly ways to save money
- mortgage and financial advice from the country's leading authorities
- investment opportunities

Also featured on Thursday

- **Sport** Mihir Bose gets to the heart of the matter in his Inside Sport column while Jim White comments on sports on TV
- **Business** The most powerful and outspoken fund manager, Andy Brough of Schroders, gets To The Point, while Keith Woolcock, a director of Westhall Capital, gives an insight into global markets
- **Column on Thursday** Andrew O'Hagan, the prize-winning novelist and respected arts critic
- **Day of the Dad** Tom Leonard provides a unique insight into fatherhood

Thursdayfacts

1.2 million readers of The Daily Telegraph are willing to pay more for foods free from additives – **more** than the readers of any other quality daily newspaper

1 million readers of The Daily Telegraph are very interested in food or drink – **more** than the readers of any other quality daily newspaper

£103 million is spent on groceries in a week by readers of The Daily Telegraph – **more** than the readers of any other quality daily newspaper

£7.8 million bottles of wine were drunk in the last month by readers of The Daily Telegraph – **more** than the readers of any other quality daily newspaper

£37 million was spent on CD albums by readers of The Daily Telegraph last year

Source TGI 2005 (July 2004 - June 2005)



Film on Friday

Sukhdev Sandhu, Critic of the Year, reviews the week's big film releases. Tim Robey looks at the best-of-the-rest, plus the week's Box Office Top 10 and interviews with directors and actors.



Shopping

Ahead of the weekend, highlights of the best buys on Britain's high streets. Where to shop? How to shop? What to buy?

Regular features include:

- Shop Window - A look at the history and appeal of our high street stores, their current collections and future highlights
- Three of the best... from hair accessories to living room vases, as recommended by the people stars listen to
- Every home should have one... from Graham and Green tape measures to Cath Kidston carrier bag holders
- Plus Buyer Beware, our popular reader questions and consumer affairs column from expert David Derbyshire



Sport

A look ahead at the weekend's fixtures. With comments from top football columnists Clive Tyldesley and Tim Rich. Andrew Bakers look at what sport books to buy. An insight into the sporting world's celebrities.

Also featured on Friday

- **Health** Doctor's Diary, the weekly check-up of medical matters by James Le Fanu
- **Business** Jeff Randall, Britain's best business commentator
- **Column on Friday** Justine Picardie, author and contributing editor of *Vogue*

Fridayfacts

930,000 visits to the cinema are now made every month by readers of The Daily Telegraph

£102 million is spent on DVDs by readers of The Daily Telegraph in the last 12 months – **more** than the readers of any other quality daily newspaper

More readers of The Daily Telegraph say they are interested in clothes, fashion, beauty and hair than the readers of any other quality daily newspaper

More readers of The Daily Telegraph bought a car in the last twelve months than the readers of any other quality daily newspaper

£29 billion was spent on recent cars by readers of The Daily Telegraph – **more** than the readers of any other quality daily newspaper

3.7

million readers

Total audience reached when
you advertise Monday-Friday

Circulation	904,955
Daily readership	2,170,000
Men	1,160,000
Women	1,011,000
Main shoppers	1,412,000

- Britain's best-selling quality daily newspaper
- More ABC1 adults than any other quality daily newspaper
- More AB adults than any other quality daily newspaper
- More loyal readers than any other quality daily newspaper

Main Book

MONO DISPLAY	£
Minimum 3 column cms, per scc	106
8 column ads, under half page, per scc	121
Full page	46,000
Specified day	10% premium
Specified position, other than those below	10% premium

Special positions	
First full page	51,000
First 38 cms x 6 cols	27,700
Solus 20 cms x 2 cols, facing leader	5,250
Scribble Pad, back page	1,025
TV listings, 20 cms x 2 cols	4,850

Special rates	
Arts, Monday to Friday, per scc	75
Music on Thursday, per scc	40
Film on Friday, per scc	40

COLOUR DISPLAY	
Per scc	214
First full page	68,000
Full page, other positions	59,000
38 cms x 6 cols	43,500
Half page	43,500
33 cms x 5 cols	35,250
Quarter page	22,000
25 cms x 4 cols	21,000
Front page solus,	
20 cms x 2 cols or 5 cms x 8 cols	14,750
Back page solus, 25 cms x 4 cols	21,000
Facing TV listings, 25 cms x 4 cols	20,000

CLASSIFIED	£
Announcements	
Births, Marriages, Deaths, In Memoriam and Memorial Services	
Linage, per line	18.15

Court & Social	
Linage, per line	19

Kindred Spirits	
All advertisements first appear on Friday and are repeated in Seven on Sunday.	
Display, per scc	52
Linage, per line	10.50

Legal and public notices	
Display, per scc	96
Semi-display, per scc	74
Linage, per line	18

Personal	
Charity	
Display, per scc	71
Semi-display, per scc	50
Linage, per line	14

Private	
Display, per scc	73
Semi-display, per scc	63
Linage, per line	18.15

Trade	
Display, per scc	80
Semi-display, per scc	70
Linage, per line	19

Entertainments	
Display, per scc	65
Linage, per line	5.60

Fine Arts on Tuesday	
Display, per scc	64
Semi-display, per scc	50
Linage, per line	14

Travel on Wednesday	
Display, per scc	78
Linage, per line	15

Business

MONO DISPLAY	£
Per scc	106
Full page	46,000

Company results, Chairman's statements, balance sheets, notices, tombstones, statements for information only, mini prospectuses, abridged particulars and new issue application forms, per scc	103
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Special positions	
Share Price page, solus 10 cms x 2 cols	3,000
Share Price page, to 31.3.2006, per line pa	2,050
Unit Trust & OEICS, to 30.6.2006, per line pa	1,600

COLOUR DISPLAY	
As run of paper except:	
Front page solus, up to 10 cms x 8 cols	17,000

CLASSIFIED	
Business to Business	
Display, per scc	78
Linage, per line	15

Sport

MONO DISPLAY	
Per scc	106

COLOUR DISPLAY	
Per scc	214

Special positions	
Monday	
Front page solus, up to 42 column cms, per scc	236

Tuesday to Friday	
Front page solus, up to 42 column cms, per scc	211

jobs.telegraph.co.uk

Our unique recruitment package gives advertisers one insertion in our jobs.telegraph.co.uk section in The Daily Telegraph on Thursdays and one insertion in the Sunday Telegraph's Money&Jobs section, as well as a week-long listing online.

Basic salaries up to £55K	
Display mono, per scc	148
Semi-display, per scc	110
Linage, per line	30

Special positions	
Front page	200
Premium colour	195
Island site	175
Colour	175

Single Vacancy advertisements mono	
13cms x 5cols display	4,600
13cms x 3cols display	3,600
13cms x 2cols display	2,550
6cms x 2cols display	1,275
12cms x 1col semi-display	625
6cms x 1col semi-display	375
For colour and premium positions please call	

Basic salaries £55K+	
All advertisements are 13cms x 5cols or multiples thereof	
Display mono, per scc	148
Display colour, per scc	175

Special rates	
Charity advertisements mono display, per scc	40
Local Government mono display, per scc	40
Central Government mono display, per scc	110
Graduate mono display, per scc	70
For colour and premium positions please call	

Column widths

MAIN BOOK AND BUSINESS

Number of columns to page: 8
Maximum column depth: 540mm
1 col : 39mm
2 cols : 82mm
3 cols : 125mm
4 cols : 168mm
5 cols : 211mm
6 cols : 254mm
8 cols : 340mm

JOBS.TELEGRAPH.CO.UK

Number of columns to page: 10
Maximum column depth: 540mm
1 col : 31mm
2 cols : 66mm
3 cols : 100mm
4 cols : 134mm
5 cols : 168mm
6 cols : 203mm
7 cols : 237mm
8 cols : 271mm
10 cols : 340mm

Full page: 540mm x 340mm
Half page horizontal: 270mm x 340mm
Half page vertical: 540mm x 168mm
Quarter page: 270mm x 168mm

SPORT

Number of columns to page: 6
Maximum column depth: 330mm
1 col : 39mm
2 cols : 82mm
3 cols : 125mm
4 cols : 168mm
5 cols : 211mm
6 cols : 254mm

Full page: 330mm x 254mm
Half page horizontal: 170mm x 254mm
Half page vertical: 330mm x 125mm
Quarter page: 170mm x 125mm

For bleed/panoramic spreads call 020 7531 3256

Copy specifications

COLOUR DISPLAY

Colour advertisements should avoid the use of reversed out type below 10 point type size. Fine serifs and light faces should be avoided. Registration problems can occur on fine text created with multiple colours. Rule size when reversed out of multiple colours to be a minimum of 0.3mm. Please allow 27% dot gain on a 50% tone. Maximum printing halftone 90% in any one colour. Minimum printing halftone 5% in any one colour. Total ink coverage must not exceed 260%. For a full specification please go to advertising.telegraph.co.uk

MONO DISPLAY

Black image density should not be less than 1.68 optical density (Null density mode). Line width or type thickness in positive and negative images should not be less than 146 microns (.005 inches). At a screen of 26 lines per cm (65 lines per inch) shadow dots should be 85%. For optimum results on newsprint, clean midtones and shadow detail, 26 lines per cm (65 lines per inch) is recommended. 34 lines per cm (85 lines per inch) is acceptable if highlight dot size is 5% and shadow 80%.

Copy delivery

Copy can be supplied in the following ways:

Option one Copy can be sent to one of our accredited suppliers below, who will ensure that it will reproduce correctly, before sending it on to us.

Admagic 020 7575 7676
Alta Image 020 7531 1122
Asset Graphics 020 7379 1999
The Composing Room 020 7430 0861
Electronic Solutions 020 7631 9500
Euro RSGG London 020 7240 4111
Fluid 0161 487 3423
Keene Group 020 7251 2722
The Network 020 7291 4700
New Media Industries 020 7436 5000
Production Response 020 7388 4114
St Luke's 020 7380 8852
Seven London 020 7861 7777
Splash (London) Ltd 020 7907 1422
S1@ Colour Systems 020 7278 4667
Studio 36 020 7543 4500
TAG (inc. Comma, Y&R and Ogilvy) 020 7251 4571
Tapestry MM 020 7896 3000
TBWA/First Edition Production 020 7019 0019
TFG/Tru Colour 020 7255 5149
Transcript 020 7242 4334
Visual Aspects 020 7404 1290

Option two Direct using Quickcut Full details of this method can be found at www.quickcut.com

Option three Direct using our free Telegraph Pre-flight & Delivery Facility. Full details of this method can be found at <http://telegraph.vioopen.com>

Option four Direct using AdExpress Full details of this method can be found at www.adexpress.co.uk

RECOMMENDATIONS

Option one This method is the only one recommended for highly colour-sensitive campaigns as it provides both the advertiser and the Telegraph's print sites with accredited proofs.

Options two, three and four These methods provide a level of pre-flighting but produce no accredited proof. We therefore only recommend that these methods are used when colour is not critical to the success of an advertisement. It is also essential that, before they are used, we have received confirmation in writing from the sender that they understand the limitations of these methods. A draft confirmation form can be downloaded from www.advertising.telegraph.co.uk

Deadlines

MONO DISPLAY

Monday edition

Telegraph Pre-flight and Delivery Facility, Quickcut or AdExpress files to be received by noon on Friday.

Tuesday-Friday editions

Telegraph Pre-flight and Delivery Facility, Quickcut or AdExpress files to be received by noon one day prior to publication.

COLOUR DISPLAY

Deadlines for colour are four days prior to publication.

CLASSIFIED

Announcements	4.30pm the day prior
Court & Social	noon, two days prior
Personal	3.45pm the day prior
Notices	noon, two days prior
Kindred spirits	noon, the Tuesday prior
Entertainments	3.45pm the day prior
Business to Business	noon, the Friday prior
Fine Arts	noon, the Friday prior

JOBS.TELEGRAPH.CO.UK

Advertisements are first published on Thursday and then are repeated in mono in Sunday Telegraph.

Display

Telegraph Pre-Flight and Delivery Facility .pdf, .jpeg or .tiff files, Quickcut files or AdExpress files must be received at Head Office by 10.30am the Tuesday prior to publication. Paper-set advertisements require copy and artwork to be at Head Office by 5pm Monday prior to publication.

Semi-display and linage

Copy must reach Head Office by 10.30am the Tuesday prior to publication.

NOTE: There is no facility for copy changes between Thursday and Sunday.

Stop orders

Notice in writing of stop order, cancellations or transfers of advertisements, must be received by the deadline shown below.

DISPLAY

Mono advertisements less than 54 column cms, excluding special positions 4 working days prior to publication.

Mono advertisements greater than 54 column cms, excluding special positions 28 days prior to publication

Special positions 56 days prior to publication

Colour advertisements 56 days prior to publication

CLASSIFIED

For all sections, other than Jobs.telegraph.co.uk as per copy deadlines

For Jobs.telegraph.co.uk, first published on Thursday noon, Friday prior to publication

Technical specifications are correct at the time of going to print however may be subject to change.

Saturday



12 unbeatable sections on our best-selling day



sport

A comprehensive preview of the weekend's main fixtures. All the biggest talking points in football with Henry Winter, Alan Smith, Graham Taylor, Clive Tyldesley and Tim Rich. Plus Sue Mott meets a sports star.



travel

Saturday's travel section leads the market with more editorial and advertising combined than any other quality newspaper.

Our editorial team, headed by Graham Boynton, offer readers a mix of in-depth advice, news and last-minute deals. Reader questions and consumer affairs are taken up by our two experts, Nick Trend and Gill Charlton, and Paddy Burt's Room Service column has been a firm favourite with The Daily Telegraph's readers for years.

Source: Nielsen Media Research November 2004-October 2005



property+international

Telegraph property+international offers a unique read and excellent advertising opportunities.

Published on a day when readers can devote time to look at and plan purchases, this section is packed with advice on all aspects of home ownership.

Regular features include In Your Dreams, a look at the week's hottest properties, readers' letters, award-winning Rosie Murray-West's advice for the canny home owner and several pages devoted to buying homes abroad.



arts+books

The Daily Telegraph's 32-page tabloid arts+books section is aimed at affluent entertainment seekers.

Twenty pages focus on the arts, with star interviews and features on film, theatre, ballet and concerts, staying-in and going-out sections, the latest DVD, music and video releases and the best of the week's TV.

The middle 12 pages form our pull-out books section, with a leading essay, interviews and reviews of bestsellers, fiction, non-fiction and paperbacks.

Frocks that enhance your curves
Fashion page 7

JEAN-CHRISTOPHE NOVELLI TEENAGE PIN-UP My Perfect Weekend page 7

FLYING HIGH SPINNING AT 3,000 FEET
Active page 10

weekend



Confessions of a bad mother

Make the most of your summer holiday with these beautiful ideas

For the best Quality Lined Fords, fordirect.co.uk

It's not easy to find a car that's as good as a Ford. And it's not easy to find a car that's as good as a Ford. And it's not easy to find a car that's as good as a Ford.

weekend

The essential companion for the whole family, offering wit and wisdom on parenting, fashion, food and drink, pets and the great outdoors.

In My Perfect Weekend, celebrities reveal what they like to do to relax. Fashion Sense offers tips and consumer advice on all the latest high street trends, plus how to find the best bargain.

The unrivalled food and drink section sparkles with Johnny Ray's advice on wine and Tom Norrington Davies' inspired but practical recipes.

A new Family section helps readers to make the most of weekends. In addition, articles on parenting combine with our authoritative Education column by John Clare.

The Great Outdoors offers plenty for people who like to be at one with nature.

The Games page is home to Sudoku and Weekend's much-loved General Knowledge crossword, while the back page is reserved for Jan Moir's unmissable restaurant reviews and Nick Barratt's genealogy column.

FAMILY FAVOURITES Choosing a mini MPV Page 8

STYLE TV AMERICAN CHOPPERS IN JAG'S NEW XU Page 4

PUMP ACTION HOW TO SET YOUR FIRE STARTER ASTON ALRIGHT Page 10

Reader gains £7951 from Lloyds TSB
Jessica Investigates Page 101-102

THE BEST DEALS IMPROVE YOUR FINANCIAL FITNESS
Multi-annual Page 102-103

CHILD CARE VOUCHERS HELP WITH COSTS THAT BABIES BRING
Page 101

motoring



YOU CAN BANK ON IT

W... The new Daily Aston Martin V8 sports a refined chassis, practicality and a choice of petrol or diesel engines in the world's last Aston engine.

For the best Quality Lined Fords, fordirect.co.uk

It's not easy to find a car that's as good as a Ford. And it's not easy to find a car that's as good as a Ford. And it's not easy to find a car that's as good as a Ford.

motoring

The Daily Telegraph is the natural choice for the motor industry, carrying a higher volume of motor advertising than any other quality daily newspaper.

This 12-page section has a broad appeal, including observations from *Top Gear's* James May, an expert one-on-one clinic to help readers choose their next car and reviews of the latest cars and accessories.

There are also features on first drives, classic cars, motorsport and motorcycling, plus expert buying advice and readers' questions answered by Honest John, the car dealer you can trust.

Source: Nielsen Media Research November 2004-October 2005

your money

WHY CAN'T HARD-WORKING FAMILIES GET MORE?

POUNDS IN We weren't born yesterday, Mr Brown

INCOME CREATION
THE NEW STAR MANAGED DISTRIBUTION FUND

5.5% 4.4%

ALL YOU NEED TO KNOW ABOUT THE PRE-ELECTION BUDGET



your money

Our award-winning section is devoted exclusively to personal finance.

This is the place to turn to for up-to-date information and guidance whether you are a small or big investor, wrestling with school fees or retirement options.

Regular features include The Jessica Investigates column and What the Brokers Say.

Plus, news you can really use on tax, insurance and mortgages and the most comprehensive regular investment performance tables in the national press.

Container cooking complete recipes in a single pot
New! Week Page 6

IT'S A HOOT A WILD NIGHT OUT
Weekend Page 7

CLAY FLAY IN PRAISE OF HEAVY SOIL
New Year Page 8

gardening



THE FIRE BRIGADE

Bring your garden to life with Wiggle Wigglers

gardening

Whether it's how to transform a hopeless plot, plant a windowbox or simply for entertainment, this section has something for everyone.

Star columnists include the noted garden designer Dan Pearson, Sarah Raven, a regular presenter on BBC *Gardeners' World* and the ever popular Helen Yemm, who answers readers' letters.

The RHS advisory service offers a weekly reminder of those essential maintenance jobs, while many of the brightest minds in horticulture provide authoritative guides to the country's finest gardens.

It's no wonder more adults who get a good deal of pleasure from their garden, read The Daily Telegraph on Saturday than any other quality newspaper.

Source: TGI July 2004-June 2005

The Daily Telegraph

The facts Saturday

2.6

million readers
on our best-selling day

Circulation	1,263,000
Readership	2,608,000
Men	1,334,000
Women	1,274,000
Main shoppers	1,767,000

- Britain's best-selling quality daily newspaper on its best selling day
- More ABC1 adults than any other quality daily newspaper
- More AB adults than any other quality daily newspaper
- More loyal readers than any other quality daily newspaper

Main book

MONO DISPLAY

Minimum 3 column cms, per scc	£ 106
8 column ads, under half page, per scc	121
Full page	46,000
Specified day	10% premium
Specified position, other than those below	10% premium

Special positions

First full page	51,000
First 38 cms x 6 cols	27,700
Solus 20 cms x 2 cols, facing leader	5,250
Scribble Pad, back page	1,025
TV listings, 20 cms x 2 cols	4,850

Business

per scc	106
Full page	46,000

Company results, Chairman's statements, balance sheets, notices, tombstones, statements for information only, mini prospectuses, abridged particulars and new issue application forms, per scc

Share Price page, solus 10 cms x 2 cols	3,000
Share Price page, to 31.3.2006, per line pa	2,050
Unit Trust & OEICS page, solus 10 cms x 2 cols	2,550
Unit Trust & OEICS, to 30.6.2006, per line pa	1,600
Life & Pensions prices, to 30.6.2006, per line pa	675

COLOUR DISPLAY

Per scc	214
First full page	68,000
Full page, other positions	59,000
38 cms x 6 cols	43,500
Half page	43,500
33 cms x 5 cols	35,250
Quarter page	22,000
25 cms x 4 cols	21,000
Front page solus,	
20 cms x 2 cols or 5 cms x 8 cols	14,750
Back page solus, 25 cms x 4 cols	21,000
Facing TV listings, 25 cms x 4 cols	20,000

CLASSIFIED

Announcements

Births, Marriages, Deaths, In Memoriam and Memorial Services	£ 18.15
Linage, per line	

Court & Social

Linage, per line	19
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Notices

Legal, Public	
Display, per scc	96
Semi-display, per scc	74
Linage, per line	18

Trustee

Linage, per line	19
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Personal

Charity	
Display, per scc	71
Semi-display, per scc	50
Linage, per line	14

Private

Display, per scc	73
Semi-display, per scc	63
Linage, per line	18.15

Trade

Display, per scc	80
Semi-display, per scc	70
Linage, per line	19

sport

Mono display

Per scc	106
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Colour display

Per scc	214
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Special positions

Front page solus, up to 42 column cms, per scc	236
--	-----

£

your money

Mono display

per scc	£ 123
First spread and guaranteed positions	10% premium

Colour display

per scc	211
Front page solus, 27 cms x 4 cols	25,250
Back page solus, 34 cms x 6 cols	40,000

weekend

Mono display

per scc	106
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Colour display

Front page solus, per scc	238
Back page solus, per scc	195

FAMILY & EDUCATION

Courses display, per scc	72
Courses linage, per line	14
Education appointments, per scc	81

SATURDAY SHOPPING

Display, per scc	82
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EMPORIUM

Colour display, per scc	60
Mono display, per scc	50
Linage, per line	19

travel

Mono display, per scc	95
Linage, per line	19.50
Front page solus, up to 10 cms x 8 cols per scc	175

arts+books

Mono display

Per scc	£ 71
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Colour display

Per scc	97
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Classified

Mono display per scc	65
Colour display per scc	85

Entertainments

Mono display per scc	65
Linage per line	5.60

Musical appointments

Mono display per scc	74
Semi-display per scc	48
Linage per line	14.50

property+international

Mono display, per scc	74
Linage, per line	19

motoring

Mono display, per scc	62
Linage, per line	16

gardening

Mono display, per scc	50
Colour display, per scc	78
Linage, per line	16

Front page solus, per scc	92
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Column widths

MAIN BOOK, WEEKEND, YOUR MONEY, TRAVEL, MOTORING, PROPERTY AND GARDENING

Number of columns to page: 8
Maximum column depth: 540mm
1 col : 39mm
2 cols : 82mm
3 cols : 125mm
4 cols : 168mm
5 cols : 211mm
6 cols : 254mm
8 cols : 340mm

EDUCATION

Number of columns to page: 10
Maximum column depth: 540mm
1 col : 31mm
2 cols : 66mm
3 cols : 100mm
4 cols : 134mm
5 cols : 168mm
6 cols : 203mm
7 cols : 237mm
8 cols : 271mm
10 cols : 340mm

Full page: 540mm x 340mm
Half page horizontal: 270mm x 340mm
Half page vertical: 540mm x 168mm
Quarter page: 270mm x 168mm

SPORT AND ARTS+BOOKS

Number of columns to page: 6
Maximum column depth: 330mm
1 col : 39mm
2 cols : 82mm
3 cols : 125mm
4 cols : 168mm
5 cols : 211mm
6 cols : 254mm

Full page: 330mm x 254mm
Half page horizontal: 170mm x 254mm
Half page vertical: 330mm x 125mm
Quarter page: 170mm x 125mm

For bleed/panoramic spreads call 020 7531 3256

Copy specifications

COLOUR DISPLAY

Colour advertisements should avoid the use of reversed out type below 10 point type size. Fine serifs and light faces should be avoided. Registration problems can occur on fine text created with multiple colours. Rule size when reversed out of multiple colours to be a minimum of 0.3mm. Please allow 27% dot gain on a 50% tone. Maximum printing halftone 90% in any one colour. Minimum printing halftone 5% in any one colour. Total ink coverage must not exceed 260%. For a full specification please go to advertising.telegraph.co.uk

MONO DISPLAY

Black image density should not be less than 1.68 optical density (Null density mode). Line width or type thickness in positive and negative images should not be less than 146 microns (.005 inches). At a screen of 26 lines per cm (65 lines per inch) shadow dots should be 85%. For optimum results on newsprint, clean midtones and shadow detail, 26 lines per cm (65 lines per inch) is recommended. 34 lines per cm (85 lines per inch) is acceptable if highlight dot size is 5% and shadow 80%.

Copy delivery

Copy can be supplied in the following ways:
Option one Copy can be sent to one of our accredited suppliers below, who will ensure that it will reproduce correctly, before sending it on to us.
Admagic 020 7575 7676
Alta Image 020 7531 1122
Asset Graphics 020 7379 1999
The Composing Room 020 7430 0861
Electronic Solutions 020 7631 9500
Euro RSGG London 020 7240 4111
Fluid 0161 487 3423
Keene Group 020 7251 2722
The Network 020 7291 4700
New Media Industries 020 7436 5000
Production Response 020 7388 4114
St Luke's 020 7380 8852
Seven London 020 7861 7777
Splash (London) Ltd 020 7907 1422
S1@ Colour Systems 020 7278 4667
Studio 36 020 7543 4500
TAG (inc. Comma, Y&R and Ogilvy) 020 7251 4571
Tapestry MM 020 7896 3000
TBWA/First Edition Production 020 7019 0019
TFG/Tru Colour 020 7255 5149
Transcript 020 7242 4334
Visual Aspects 020 7404 1290

Option two Direct using Quickcut Full details of this method can be found at www.quickcut.com

Option three Direct using our free Telegraph Pre-flight & Delivery Facility. Full details of this method can be found at <http://telegraph.vioopen.com>

Option four Direct using AdExpress Full details of this method can be found at www.adexpress.co.uk

RECOMMENDATIONS

Option one This method is the only one recommended for highly colour-sensitive campaigns as it provides both the advertiser and the Telegraph's print sites with accredited proofs.

Options two, three and four These methods provide a level of pre-flighting but produce no accredited proof. We therefore only recommend that these methods are used when colour is not critical to the success of an advertisement. It is also essential that, before they are used, we have received confirmation in writing from the sender that they understand the limitations of these methods. A draft confirmation form can be downloaded from www.advertising.telegraph.co.uk

Deadlines

MONO DISPLAY

Main book and Sport

Telegraph Pre-flight and Delivery Facility, Quickcut or AdExpress files to be received by 4pm one day prior to publication.

Weekend, Property, Gardening, Arts+Books

Telegraph Pre-flight and Delivery Facility, Quickcut or AdExpress files to be received by 4pm Wednesday, three days prior to publication.

Travel, Your Money, Motoring

Telegraph Pre-flight and Delivery Facility, Quickcut or AdExpress files to be received by 4pm Thursday, two days prior to publication.

If proofs are required, copy and artwork should reach head office at least five days prior to publication. If alterations are necessary, corrected proofs must be received by 4pm four days prior to publication, otherwise corrections cannot be guaranteed.

All of the above are latest times of arrival and may be subject to change.

COLOUR DISPLAY

Deadlines for colour are four days prior to publication.

CLASSIFIED

Announcements	4.30pm the day prior
Court & Social	noon, two days prior
Personal	3.45pm the day prior
Notices	noon, two days prior
Arts+Books Saturday	noon, the Tuesday prior
Education	noon, the Tuesday prior
Shopping	noon, the Tuesday prior
Emporium	noon, the Tuesday prior
Gardening	noon, the Tuesday prior
Property	noon, the Tuesday prior
Travel	noon, the Wednesday prior
Motoring	noon, the Wednesday prior

Stop orders

Notice in writing of stop order, cancellations or transfers of advertisements, must be received by the deadline shown below.

DISPLAY

Mono advertisements less than 54 column cms, excluding special positions 4 working days prior to publication.

Mono advertisements greater than 54 column cms, excluding special positions 28 days prior to publication

Special positions 56 days prior to publication

Colour advertisements 56 days prior to publication

CLASSIFIED

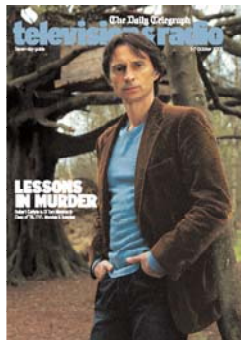
For all sections as per copy deadlines

Technical specifications are correct at the time of going to print however may be subject to change.

The energetic Telegraph magazine is a unique mix of glamour, lifestyle, fashion and authoritative, often hard-hitting articles. It continues to grow and innovate with the latest fashion, 24 pages of Food & Home and at least 20 pages of features every week.



Michele Lavery
Editor of Telegraph magazine



Included in Telegraph magazine is our complete seven-day guide to TV, radio, satellite, cable and digital channels



The Front

Fashion, pop, film, celebrity... the magazine opens with Wildlife, a lively look at the current fads and foibles of contemporary style-setters. Retail Therapy features the latest and best from the world's great designers and includes weekly style and shopping pages to guide readers through the high street trends. Fashion Junkie reveals the shopping habits of the industry's key players. Beauty offers professional advice on looking your best. And, finally, there is Telegraph magazine's acclaimed, long-running Social Stereotypes. With superb photography and exciting writing, The Front is a major contributor to the magazine's atmosphere of high-end glossiness.

Features

Telegraph magazine is renowned for powerful, exclusive interviews with personalities from show business and the arts to current affairs and design. The section also regularly reveals the latest fashion through striking photography.

Food & Home

Fronted by acclaimed writer and arbiter of taste Rita Konig, this section has hundreds of ideas on how to attain domestic bliss. There are imaginative recipes from a respected gastronome and Food News looks at the latest cookbooks, openings, kitchen essentials and seasonal delicacies. Home explores the best in modern living. Whether minimalist or traditional, there is something here for all tastes. Each week the section takes readers through a beautiful property, full of ideas to copy or simply admire. You'll also find the designers who matter, along with their designs and inspirational shopping for the home.



Rates

DISPLAY	£
Full page	22,575
Half page	13,387
Quarter page	7,087
Double page spread	42,000
Double half page spread	32,129

Special positions

Full page, facing matter, first 30%	33,878
Full page, right hand, first half, facing matter	32,635
Full page, first half, facing matter	31,030
Full page, right hand, facing matter	29,692
Full page, facing matter	28,350
Half page, under/next to matter	15,487
First double page spread	57,750
Double page spread, first half	51,700

Covers

Outside back cover	41,250
Inside front cover	36,025
Inside back cover	34,212

A/B copy splits 10% premium

CLASSIFIED – HOUSE & GARDEN

Please contact Philip Grimwood-jones: 020 7531 3008
philip.grimwood-jone@telegraph.co.uk

ADVERTORIALS

Per page 31,605

GATEFOLDS

By arrangement price on application

INSERTS

Bound-in and catalogues per thousand	61
Loose per thousand	48
Minimum 50,000 per region. Money off the page inserts must have MOPS membership	

GUMMED CARDS

Per thousand 61

TELEVISION & RADIO

Outside back cover, colour	20,085
Inside front cover, colour	15,965

Rates do not include VAT

Page sizes

Gravure process	depthwidth in mm
Double page spread, trimmed	315 x 460
Double page spread, bleed untrimmed	325 x 470
Full page, type area	285 x 206
Full page, untrimmed	325 x 235
Full page, trimmed	315 x 230
Half page across, type area	137 x 206
Half page upright, type area	285 x 99
Quarter page across, type area	59 x 206
Quarter page upright, type area	137 x 99

Live matter must be at least 7mm from any trimmed edge

Loose inserts

For details, call the Advertisement Department on 020 7531 3327

Television & Radio

Gravure process	depthwidth in mm
Full page, type area	270 x 189
Full page, trimmed	295 x 209
Full page, bleed untrimmed	305 x 214

Live matter must be at least 7mm from any trimmed edge

Supply requirements

All advertising material must be sent to

Lee Hiller, Wyndeham Graphics, Unit 2, Maverton Road Industrial, Estate, London E3 2JE.
Tel 020 8983 0022
Fax 020 8981 9802
ISDN 020 8983 5100

Should your usual colour reproduction company not be able to produce your advertisement to the required specification, Wyndeham Graphics will be happy to undertake this work at a charge. Wyndeham Graphics are responsible for returning original material supplied by agencies or clients and will keep advertisements on disk for repeat instructions. Any reproduction complaints will be dealt with by the Telegraph.

Preferred Data Format PDF (1.4)

Delivery methods

PrintSure File Delivery – please contact Wyndeham Graphics to set up log-in and password.

Quickcut

ISDN 020 8983 2100
Wam!Net Site ID 2256101
Vio call 0800 8461 8461 for details

Media supply

Media to contain only files required for the job, to be accompanied by a print out of contents, information concerning media format, file format, file names and digital proofs.

Template

Template delivered as double page spreads and/or left and right pages all including bleed. To carry trim and spine marks all positioned outside live area.

File name

Please ensure that the file contains product title e.g. Telegraph magazine and the publication date.

Orientation

Page orientation: Portrait. Data orientation: 1.

First printing tone 5% all colours.

Style of Black Skeleton

Detail contrast

Settings to produce smooth flesh tones and to avoid strong black outlines.
UCR (Min dot %)
Normal subjects – Y 72%; M 72%; C 81%; B 94%
Max Coverage 320%

Tints and images on white paper

Single colour tint on white paper 15% minimum dot.
Multi colour tint on white paper 8% minimum dot

Text and Reverse

Minimum 6pt for standard fonts, script and fine serif fonts 10pt

Type

Minimum 10pt type, dominant colour for shape, secondary colours spread

Live text position

No important text matter within 5mm of trim

Colour proofing

Colour proof must be made from the digital data delivered to the printer.
Standard: According to Du Pont Digital Cromalin

AQ4_GE Inks_v 5.0

Paper: Du pont DP-10M Matte
Match: PolestarTelegraphText for the Text
Match: PolestarTelegraphCover for the Cover
Match: PG_P2_SCA_M for the TV & Radio guide
Control: Du Pont Digital Cromalin Image Strip and
Filename each spread.

Extra Charges

Non-compliance with an agreed specification may lead to extra charges

Deadlines

Copy can only be supplied in digital format 21 days prior to publication. Copy will be required earlier for issues affected by Public Holidays.

Stop orders

Notice in writing of stop order, cancellations or transfers of advertisements, must be received by the deadline shown below.

Colour	12 weeks prior to publication
Mono	10 weeks prior to publication
Inserts	12 weeks prior to publication

Technical specifications are correct at the time of going to print however may be subject to change.

Sunday



Eight wide-ranging sections



Sport

This is the section for the best reports, comment and news from the top personalities and writers in the world of sport.

Football Coverage of every Premiership game including commentary, insights and views from Gary Lineker and Patrick Barclay.

Rugby Authoritative and witty journalism from the voice of rugby, Paul Ackford.

Cricket From Scyld Berry's incisive reports to Michael Atherton's ability to write about the game with unrivalled authority.

Golf Mark Reason's reports are widely accepted as the best golf writing in any Sunday newspaper.

Racing One of horse racing's most respected writers, Brough Scott, interviews the sport's top personalities.



Business

The Sunday Telegraph's Business section includes coverage of financial markets and corporate affairs.

It has a long track record of breaking major business stories and securing exclusive interviews with key figures in international finance. Regular columnists include Roger Bootle, the renowned economist, and Luke Johnson, the multi-millionaire entrepreneur.

The section also includes Equity View, the successful share-tipping column.



Travel

The Sunday Telegraph Travel section combines incisive consumer advice with witty, observant reports that appeal to every type of traveller.

Lively and visually inspiring, this supplement has a fiercely loyal readership who turn to travel expert Sophie Butler, intrepid adventurer Lindsay Hawdon and last-minute bargain hunter Deborah Reddihough.



Home & Living

This 12-page section opens with property. Features include, 'Move or Improve', 'Where to get the Look' and 'Room Planners' where interior design team, Paula and Phil Robinson, offer space-saving solutions, architectural advice and style tips.

Jeff Howell, our resident builder, tells it 'On the Level' and answers readers' questions.

Living covers gardening and shopping. Regular features include '3 of the best' where gardening and home items are tried and tested and 'My Space' a look through the garden gate of the rich and famous.

Landscape architect and panellist on Radio Four's Gardeners' Question Time, Bunny Guinness, offers garden solutions and Elspeth Thompson provides seasonal gardening inspiration.



Money & Jobs

Combining the very best personal finance news, consumer advice and jobs.

Its writers have a reputation for campaigning on vital business financial issues as well as researching a full range of consumer issues. Liz Dolan, our renowned columnist, solves readers' money worries and each week the section contains comprehensive tables detailing the best-value financial products on the market.

Jobs forms the centre pages, with more advertising for commercial aviation, building and construction, engineering, environment and public health, general management, logistics, manufacturing, purchasing, retail and distribution and sales vacancies than any other quality newspaper.

Source Nielsen Media Research November 2004-October 2005

21
million readers

Circulation	682,114
Readership	2,072,000
Men	1,109,000
Women	963,000
Main shoppers	1,373,000

- 1,740,000 ABC1 adults
- 1,140,000 AB adults
- More loyal subscribers than any other quality Sunday newspaper

Main book

MONO DISPLAY	£
Minimum 3 col cms, per scc	80
8 column ads, under half page, per scc	87
Full page	34,000
All other sizes, 3 or more columns wide	10% premium
Specified positions, other than those below	10% premium

Special positions	
First full page	38,750
First 38 cms x 6 cols	20,500
Page 2 solus, 25 cms x 4 cols	9,250
Profile page solus, 20 cms x 2 cols	3,900
Scribble Pad, back page	800

COLOUR DISPLAY	
Per scc	153
First full page	46,000
Full page, other positions	42,000
38 cms x 6 cols	30,500
Half page	30,500
33 cms x 5 cols	25,250
Quarter page	15,500
25 cms x 4 cols	14,500
Front page solus, 20 cms x 2 cols or 5 cms x 8 cols	10,000
Outside back cover solus, 27 cms x 8 cols	33,500

CLASSIFIED	
Personal	
Charity	
Display, per scc	50
Semi-display, per scc	43
Linage, per line	12.50

Private	
Display, per scc	61
Semi-display, per scc	48
Linage, per line	15

Trade	
Display, per scc	73
Semi-display, per scc	53
Linage, per line	16

Notices	
Display, per scc	46
Semi-display, per scc	40
Linage, per line	12.50

Sport

	£
Front page solus up to 80 column cms	13,750
Other sizes and positions on application	

Business

Mono display	
Per scc	80
Colour display	
Per scc	153
Front page solus, 21 cms x 3 cols	11,250
Front page solus, 7 cms x 8 cols	10,000
Back page solus, per scc	152
Other sizes and positions on application	

Travel

Mono	
Display, per scc	78
Linage, per line	15

Colour	
Display, per scc	126

Special positions	
Front page solus up to 10cms x 8 cols	11,500

Home&Living

GARDENING	
Mono display, per scc	62
Linage, per line	14

PROPERTY	
Mono display, per scc	62
Linage, per line	15

SHOPPING	
Mono display, per scc	62

EDUCATION FEATURES	
Mono display, per scc	63
Linage, per line	13.50

Money&Jobs

MONEY	£
Mono display	
Per scc	85

Colour display	
Per scc	146
Front page solus, 25 cms x 4 cols	15,250
Back page, per scc	152

JOBS.TELEGRAPH.CO.UK
Our unique recruitment package gives advertisers one insertion in our jobs.telegraph.co.uk section in The Daily Telegraph on Thursdays and one insertion in the Sunday Telegraph's Money&Jobs section, as well as a week-long listing online.

Basic salaries up to £55K	
Display mono, per scc	148
Semi-display, per scc	110
Linage, per line	30

Special positions	
Front page	200
Premium colour	195
Island site	175
Colour	175

Single Vacancy advertisements mono	
13cms x 5cols display	4,600
13cms x 3cols display	3,600
13cms x 2cols display	2,550
6cms x 2cols display	1,275
12cms x 1col semi-display	625
6cms x 1col semi-display	375
For colour and premium positions please call	

Basic salaries £55K+
All advertisements are 13cms x 5cols or multiples thereof

Display mono, per scc	148
Display colour, per scc	175

Special rates	
Charity advertisements mono display, per scc	40
Local Government mono display, per scc	40
Central Government mono display, per scc	110
Graduate mono display, per scc	70
For colour and premium positions please call	

Column widths

MAIN BOOK, SPORT, MONEY, BUSINESS AND TRAVEL,

Number of columns to page: 8
Maximum column depth: 540mm
Column width in millimetres
1 col : 39
2 cols : 82
3 cols : 125
4 cols : 168
5 cols : 211
6 cols : 254
8 cols : 340

JOBS.TELEGRAPH.CO.UK AND EDUCATION

Number of columns to page: 10
Maximum column depth: 540mm
Column width in millimetres
1 col : 31
2 cols : 66
3 cols : 100
4 cols : 134
5 cols : 168
6 cols : 203
7 cols : 237
8 cols : 271
10 cols : 340

Full page: 540mm x 340mm, Half page
horizontal: 270mm x 340mm
Half page vertical: 540mm x 168mm, Quarter page:
270mm x 168mm

For bleed/panoramic spreads call 020 7531 3256

Copy specifications

COLOUR DISPLAY

Colour advertisements should avoid the use of reversed out type below 10 point type size. Fine serifs and light faces should be avoided. Registration problems can occur on fine text created with multiple colours. Rule size when reversed out of multiple colours to be a minimum of 0.3mm. Please allow 27% dot gain on a 50% tone. Maximum printing halftone 90% in any one colour. Minimum printing halftone 5% in any one colour. Total ink coverage must not exceed 260%. For a full specification please go to advertising.telegraph.co.uk

MONO DISPLAY

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Copy delivery

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Alta Image 020 7531 1122
Asset Graphics 020 7379 1999
The Composing Room 020 7430 0861
Electronic Solutions 020 7631 9500
Euro RSGG London 020 7240 4111
Fluid 0161 487 3423
Keene Group 020 7251 2722
The Network 020 7291 4700
New Media Industries 020 7436 5000
Production Response 020 7388 4114
St Luke's 020 7380 8852
Seven London 020 7861 7777
Splash (London) Ltd 020 7907 1422
S1@ Colour Systems 020 7278 4667
Studio 36 020 7543 4500
TAG (inc. Comma, Y&R and Ogilvy) 020 7251 4571
Tapestry MM 020 7896 3000
TBWA/First Edition Production 020 7019 0019
TFG/Tru Colour 020 7255 5149
Transcript 020 7242 4334
Visual Aspects 020 7404 1290

Option two Direct using Quickcut Full details of this method can be found at www.quickcut.com

Option three Direct using our free Telegraph Pre-flight & Delivery Facility. Full details of this method can be found at <http://telegraph.vioopen.com>

Option four Direct using AdExpress Full details of this method can be found at www.adexpress.co.uk

RECOMMENDATIONS

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Deadlines

MONO DISPLAY

Telegraph Pre-Flight and Delivery Facility, Quickcut or AdExpress files to be received by 4pm Friday.

If proofs are required, copy and artwork should reach head office at least five days prior to publication. If alterations are necessary, corrected proofs must be received by 4pm four days prior to publication, otherwise corrections cannot be guaranteed.

All of the above are latest times of arrival and may be subject to change.

COLOUR DISPLAY

Deadlines for colour are four days prior to publication.

CLASSIFIED

Personal	noon, the Thursday prior
Property	noon, the Thursday prior
Shopping	noon, the Thursday prior
Gardening	noon, the Thursday prior
Travel	noon, the Thursday prior

JOBS.TELEGRAPH.CO.UK

Advertisements are first published on Thursday in The Daily Telegraph's Jobs.telegraph.co.uk section, they are repeated in mono in Sunday Telegraph.

Display

Telegraph Pre-Flight and Delivery Facility .pdf, .jpeg or .tiff files, Quickcut files or AdExpress files must be received at Head Office by 10.30am the Tuesday prior to publication. Paper-set advertisements require copy and artwork to be at Head Office by 5pm Monday prior to publication.

Semi-display and linage

Copy must reach Head Office by 10.30am the Tuesday prior to publication.

NOTE: There is no facility for copy changes between Thursday and Sunday.

Stop orders

Notice in writing of stop order, cancellations or transfers of advertisements, must be received by the deadline shown below.

DISPLAY

Mono advertisements less than 54 column cms, excluding special positions noon, 11 days prior to publication.

Mono advertisements greater than 54 column cms, excluding special positions 28 days prior to publication

Special positions 56 days prior to publication

Colour advertisements 56 days prior to publication

CLASSIFIED

For all sections, other than Jobs.telegraph.co.uk as per copy deadlines

For Jobs.telegraph.co.uk, first published on Thursday noon, Friday prior to publication

Technical specifications are correct at the time of going to print however may be subject to change.

The Sunday magazine that thinks it's a monthly glossy

Who is the most powerful consumer today? She is the modern woman, affluent and aged anywhere from her mid-20s to her 50s. She is someone who is summed up more by her state of mind than her age. She is grown up but youthful, interested in fashion and fun, but not shallow or unthinking.

Which is the newspaper supplement for her? Stella — Sunday Telegraph's weekly magazine that thinks it's a monthly glossy. The Stella reader — be she 35 or 53 — is the woman who shapes the world in which we live, who buys the clothes, the food, the furniture. Stella helps her decide what to buy and where to buy it.

Classier and cleverer than its rivals, Stella is crammed with wearable, buyable fashion and beauty, as well as big-name interviews and must-read features. It also boasts the best writing on food, interiors, health, fitness, relationships and emotional issues. Stella may be aspirational, but it is approachable and practical, too. Women everywhere wonder how they ever managed without it.



Anna Murphy
Editor of Stella



Click image to turn the pages

Fashion

Stella notes What to do, see and buy this week
Fashion notebook The Closet Thinker by Justine Picardie, contributing editor of Vogue. Plus, high street buys that look a million dollars
Generation fashion 20s, 30s 40s... How to look fabulous at any age

Beauty

Beauty notebook Expert tips, tried and tested treatments, 3 best and celebrity makeover secrets
Hair notebook Styling advice, must-have products, plus a hair column that uses its head
For men A great source of gift ideas
Little black book Secret addresses from stylish people

Features

An effortless mix of style and substance

Interiors

A beautiful house every week
Interiors notebook All you need to recreate the look for less

Food

Recipes
An all-star line-up of guest chefs
3 best restaurants for... romance, fish, whatever
Cheat's Dinner Party A meal for six in under an hour for less than £30
The perfect... Afternoon tea, martini, meze plate

Living

Health and fitness Dr Joshi, holistic health guru to Gwyneth Paltrow and Cate Blanchett, answers readers' questions. Plus, Exercise of the Week and the compulsively nosy food diary, My Day on a Plate

Rates

DISPLAY £

Full page	17,767
Double page spread	31,672
Full page, first 30%	24,396

Special positions

Full page, guaranteed position	20,330
Half page, next to matter	11,433
First double page spread	41,250
Double page spread, guaranteed position	37,400

Covers

Outside back cover	26,290
Inside back cover	22,550
Inside front cover	23,670

A/B copy splits	20% premium
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ADVERTORIALS

Per page	28,462
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INSERTS

Bound-in and catalogues per thousand	61
Loose per thousand	48
Minimum 50,000 per region. Money off the page inserts must have MOPS membership	

GUMMED CARDS

Per thousand	61
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Rates do not include VAT

Advertisement sizes

Gravure process	depthxwidth in mm
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Double Page Spread

Trimmed	275 x 410mm
Bleed untrimmed	285 x 420mm
Type area	240 x 376mm

Full Page

Trimmed	275 x 205mm
Bleed untrimmed	285 x 215mm
Type area	240 x 170mm

Half horizontal double page spread

Trimmed	132 x 410mm
Bleed untrimmed	137 x 420mm
Type area	115 x 376mm

Half page horizontal

Trimmed	132 x 205mm
Bleed untrimmed	137 x 215mm
Type area	115 x 170mm

Half page vertical

Trimmed	275 x 98mm
Bleed untrimmed	285 x 103mm
Type area	240 x 81mm

Quarter page, type area	115 x 81mm
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Supply requirements

All advertising material must be sent to

Bob Davies, Wyndeham Graphics, Unit 2, Maverton Road Industrial, Estate, London E3 2JE.
Tel: 020 8983 0022
Fax: 020 8981 9802
ISDN: 020 8983 5100

Should your usual colour reproduction company not be able to produce your advertisement to the required specification, Wyndeham Graphics will be happy to undertake this work at a charge. Wyndeham Graphics are responsible for returning original material supplied by agencies or clients and will keep advertisements on disk for repeat instructions. Any reproduction complaints will be dealt with by the Telegraph.

Preferred Data Format	PDF (1.4)
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Delivery methods

PrintSure File Delivery – please contact Wyndeham Graphics to set up log-in and password
 Quickcut
 ISDN 020 8983 2100
 Wam!Net Site ID 2256101
 Vio call 0800 8461 8461 for details

Media supply

Media to contain only files required for the job, to be accompanied by a print out of contents, information concerning media format, file format, file names and digital proofs.

Template

Template delivered as double page spreads and/or left and right pages all including bleed. To carry trim and spine marks all positioned outside live area.

File name

Please ensure that the file contains product title e.g. Sunday Telegraph Stella magazine and the publication date.

Orientation

Page orientation: Portrait. Data orientation: 1.

First printing tone	5% all colours.
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Style of Black	Skeleton
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Detail contrast

Settings to produce smooth flesh tones and to avoid strong black outlines.
 UCR (Min dot %)
 Normal subjects – Y 72%; M 72%; C 81%; B 95%
 Max Coverage 320%

Tints and images on white paper

Single colour tint on white paper 15% minimum dot.
 Multi colour tint on white paper 8% minimum dot

Text and Reverse

Minimum 6pt for standard fonts, script and fine serif fonts 10pt

Type

Minimum 10pt type, dominant colour for shape, secondary colours spread

Live text position

No important text matter within 5mm of trim

Colour proofing

Colour proof must be made from the digital data delivered to the printer.
 Standard: According to Du Pont Digital Cromalin AQ4_GE Inks_v 5.0
 Paper: Du pont DP-10M Matte
 Match: PG_P3_LWC_M: AQ2-HF-Enh_GE for the Text

Match: PolestarTelegraphCover for the Cover
 Control: Du Pont Digital Cromalin Image Strip and Filename each spread.

Extra Charges

Non-compliance with an agreed specification may lead to extra charges

Deadlines

Copy can only be supplied in digital format 21 days prior to publication. Copy will be required earlier for issues affected by Public Holidays.

Stop orders

Notice in writing of stop order, cancellations or transfers of advertisements, must be received by the deadline shown below.

Colour	12 weeks prior to publication
Mono	10 weeks prior to publication
Inserts	12 weeks prior to publication

Technical specifications are correct at the time of going to print however may be subject to change.

Seven

Sunday

The week starts here

The Sunday Telegraph's new, lively, full-colour 80-page guide to the best of everything – film, comedy, music, theatre, dance, television, technology, all-night poker sessions, books, cars, gigs and concerts.

The TV and radio listings give readers a reason to keep it; the big-name writers ensure they enjoy it. Seven's a week's worth of great ideas in one place. It is immediately accessible to the casual reader, while offering engaging reads for the week ahead.

With Seven on a Sunday, you no longer need to wonder vaguely what the coming week might offer: if there's anything interesting out there, it's in here.

Seven's aimed at the intelligent 30-something who is busy but likes to be up-to-the-minute on the latest releases – and the story behind them. This is a magazine that's switched on to the newest sounds and to the gadgets that play them.

How does it differ from the competition? There's nothing in the market quite like Seven: it's smarter, wider-ranging and not just another PR vehicle. Seven gives fine writing the setting it deserves.

Susannah Herbert

Susannah Herbert
Editor of Seven

The Sunday Telegraph
11.06.06
THE BEST IN
ARTS, BOOKS AND
ENTERTAINMENT

STEVE COOGAN
IS TOMMY
ROADIE TURNED
RAT-CATCHER

Seven

FILM * **Be very afraid** – the Omen is back
ALISTAIR COOKE * **Lost letters from wartime America**
TELEVISION * **Joan Bakewell visits The Convent**

+ TELEVISION AND RADIO **Your complete seven-day guide**

The Front

Includes seven things to do this week: everything from the finest fireworks to the best gigs and stand-up comedy.

Three pages of private views and public faces. Short, witty observations from the likes of Jon Ronson, Anthony Horowitz, Peaches Geldof, Sandi Toksvig, Paul Morley and Matthew Norman.

Celebrity interviews: Jodie Foster on Flightplan. Or Mick Jagger. Or Rachel Weisz. Or Johnny Depp.

A behind the scenes. What does Ronnie Wood's art dealer really think of rock stars who fancy they can paint?

Arts & Entertainment

A section by the critics you trust. Covering film, television, radio, art, photography, theatre, comedy, pop and classical music, dance, DVDs and games.

Art for sale Who's buying, who's selling? Find out what to look out for on eBay and in the galleries, salesrooms and art fairs. Plus, Chinese art without tears; when the cleaner unplugs your video installation; where to have yourself painted and at what price.

Your Last Chance to See A reminder of the best exhibitions before they close. CDs, DVDs and video games Current releases ranked and rated.

Books

Our team of brilliant reviewers – including Hilary Mantel, Rachel Cusk, Tibor Fischer – report every week on the best new books.

TV & Radio

The seven-day listings worth staying in for.

Gadgets

Three pages of all that's ingenious and covetable.

The watches that make James Blunt tick. The pens that double as sat-nav devices.

Puzzles

Four pages of quizzes, crosswords, word games, brain-teasers, spot-the-difference, comic clouds and improbably shaped citrus fruit, plus the very best poker writer in the world, Doyle 'Texas Dolly' Brunson.

Rates

DISPLAY	£
Full page	17,767
Double page spread	31,672
Full page, first 30%	24,396

Special positions

Full page, guaranteed position	20,330
Half page, next to matter	11,433
First double page spread	41,250
Double page spread, guaranteed position	37,400

Covers

Outside back cover	26,290
Inside back cover	22,550
Inside front cover	23,670

A/B copy splits	20% premium
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ADVERTORIALS

Per page	28,462
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INSERTS

Bound-in and catalogues per thousand	61
Loose per thousand	48
Minimum 50,000 per region. Money off the page inserts must have MOPS membership	

GUMMED CARDS

Per thousand	61
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CLASSIFIED

Entertainments

Entertainments guide	
Linage, per line	3.50

Concerts, Theatres, etc

Display, per scc	53
Semi-display, per scc	29

Kindred Spirits

All advertisements first appear in The Daily Telegraph on Friday and our repeated in Seven on Sunday.	
Display, per scc	52
Linage, per line	10.50

Rates do not include VAT

Advertisement sizes

DISPLAY

Gravure process depthwidth in mm

Double Page Spread

Trimmed	311 x 540
Bleed untrimmed	321 x 550
Type area	277 x 506

Full Page

Trimmed	311 x 270
Bleed untrimmed	321 x 280
Type area	277 x 236

Half horizontal double page spread

Trimmed	153 x 540
Bleed untrimmed	158 x 550
Type area	136 x 506

Half page horizontal

Trimmed	153 x 270
Bleed untrimmed	158 x 280
Type area	136 x 236

Half page vertical

Trimmed	311 x 131
Bleed untrimmed	321 x 141
Type area	277 x 114

Quarter page, type area	136 x 113
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COLUMN WIDTHS

	Display	Classified
1 Column	36mm	39mm
2 Columns	76mm	82mm
3 Columns	116mm	125mm
4 Columns	156mm	168mm
5 Columns	196mm	211mm
6 Columns	236mm	254mm

Full page depth 270mm

INSERTS

Contact the Magazine Team on 020 7531 3327

Copy delivery

Copy can be supplied in the following ways:

Option one Copy can be sent to one of our accredited suppliers below, who will ensure that it will reproduce correctly, before sending it on to us.

Admagic 020 7575 7676
 Alta Image 020 7531 1122
 Asset Graphics 020 7379 1999
 The Composing Room 020 7430 0861
 Electronic Solutions 020 7631 9500
 Euro RSGG London 020 7240 4111
 Fluid 0161 487 3423

Keene Group 020 7251 2722
 The Network 020 7291 4700
 New Media Industries 020 7436 5000
 Production Response 020 7388 4114
 St Luke's 020 7380 8852
 Seven London 020 7861 7777
 Splash (London) Ltd 020 7907 1422
 S1@ Colour Systems 020 7278 4667
 Studio 36 020 7543 4500
 TAG (inc. Comma, Y&R and Ogilvy) 020 7251 4571
 Tapestry MM 020 7896 3000
 TBWA/First Edition Production 020 7019 0019
 TFG/Tru Colour 020 7255 5149
 Transcript 020 7242 4334
 Visual Aspects 020 7404 1290

Option two Direct using Quickcut Full details of this method can be found at www.quickcut.com

Option three Direct using our free Telegraph Pre-flight & Delivery Facility. Full details of this method can be found at <http://telegraph.vioopen.com>

RECOMMENDATIONS

Option one This method is the only one recommended for highly colour-sensitive campaigns as it provides both the advertiser and the Telegraph's print sites with accredited proofs.

Options two and three These methods provide a level of pre-flighting but produce no accredited proof.

We therefore only recommend that these methods are used when colour is not critical to the success of an advertisement. It is also essential that, before they are used, we have received confirmation in writing from the sender that they understand the limitations of these methods. A draft confirmation form can be downloaded from www.advertising.telegraph.co.uk

Copy specifications

Preferred Data Format PDF (1.4)

Delivery methods

Quickcut
 Telegraph Pre-flight Delivery Facility. Please contact 020 7531 3272 for details.

Media supply

Media to contain only files required for the job, to be accompanied by a print out of contents, information concerning media format, file format, file names and digital proofs.

Template

Template delivered as double page spreads and/or left and right pages all including bleed, to carry trim and spine marks all positioned outside live area.

File name

Please ensure that the file contains product title (e.g. Sunday Telegraph Seven magazine and the publication date).

Orientation

Page orientation: Portrait. Data orientation: 1.

First printing tone 5% All colours.

Style of black Skeleton

Detail contrast

Settings to produce smooth flesh tones and to avoid strong black outlines.

UCR (Min dot %)

Normal subjects - Y 72%; M 72%; C 81%; B 95%

Max coverage 320%

DPI 300

Tints and images on white paper

Single colour tint 15% minimum dot

Multi colour tin 8% minimum dot

Text and reverse

Minimum 6pt for standard fonts, script and fine serif fonts 10pt

Type

Minimum 10pt type, dominant colour for shape, secondary colours spread

Live text position

No important text matter within 5mm of trim

Colour proofing

Colour proof must be made from the digital data delivered to the printer.

Standard: According to Du Pont Digital Cromalin

AQ4_GE Inks_v 5.0

Paper: Du pont DP-10M Matte

Match: PG_P2_SCA_M

Control: Du Pont Digital Cromalin Image Strip and

Filename each spread.

Deadlines

Copy can only be supplied in digital format eight days prior to publication. Copy will be required earlier for issues affected by Public Holidays.

Stop orders

Notice in writing of stop order, cancellations or transfers of advertisements, must be received by the deadline shown below.

Colour	12 weeks prior to publication
Mono	10 weeks prior to publication
Inserts	12 weeks prior to publication

Technical specifications are correct at the time of going to print however may be subject to change.

Brand extensions



Ultratravel

Your direct route to those who prefer luxury travel. Ultratravel is published four times a year and is distributed with 600,000 copies of The Daily Telegraph in London and the South East.

Issue dates for 2006

- Saturday, March 4
- Saturday, May 1
- Saturday, September 9
- Saturday, November 11



Fashion

During the year, Telegraph magazine produces two 80-page, stand-alone supplements dedicated to fashion

- Spring/summer - Saturday, March 11
- Autumn/winter - September date tbc

Plus, new this year

- 56 pages of male fashion and the latest gadgets Saturday, April 1



Luxury

Telegraph magazine's guide to the ultimate lifestyle accessories – from Hermès scarves, Gucci watches and Smythson stationery to the latest Louis Vuitton luggage – returns in November for the fifth year running.

Click the image above to view one of our previous Luxury supplements.



telegraph.co.uk

Created in 1994, telegraph.co.uk was the first online newspaper in the UK. Today, it continues to be a leading online media site and features in-depth editorial from the newspaper, in addition to interactive and community areas. The site's strengths are its huge registered user base and unlimited commercial opportunities.

Click the image above to visit telegraph.co.uk.

Introducing our new e-tearsheet service

Receive a PDF link to the full page on which your ad appears

The Telegraph has launched a pioneering new service for advertisers who supply artwork using its Pre-flight & Delivery Facility or AdExpress. By simply completing the e-mail field on the delivery job ticket, our new

e-tearsheet service will automatically send an e-mail on the morning the ad appears, with a link to a high-resolution PDF of the full page.

For full details, click on the following links

- Pre-flight & Delivery Facility - <http://telegraph.vioopen.com>
 - AdExpress - www.adexpress.co.uk
- Please note, we are no longer able to receive artwork by ADS.

London

DISPLAY

Tel 020 7931 3300
E-mail display@telegraph.co.uk

FINANCIAL

Tel 020 7931 3302
E-mail financial@telegraph.co.uk

MAGAZINE

Tel 020 7931 3301
E-mail magazines@telegraph.co.uk

CREATE

Tel 020 7931 3303
E-mail create@telegraph.co.uk

INTERNATIONAL

Tel 020 7931 3304
E-mail international@telegraph.co.uk

CLASSIFIED

Tel 020 7931 3000
E-mail classified@telegraph.co.uk

Announcements

Tel 020 7931 3000
E-mail announcements.ads@telegraph.co.uk

Recruitment

Tel 020 7931 3001
E-mail recruitment.ads@telegraph.co.uk

Property

Tel 020 7931 3002
E-mail property.ads@telegraph.co.uk

Gardening

Tel 020 7931 3003
E-mail gardening.ads@telegraph.co.uk

Travel

Tel 020 7931 3004
E-mail travel.ads@telegraph.co.uk

Motoring

Tel 020 7931 3005
E-mail motoring.ads@telegraph.co.uk

Business to Business

Tel 020 7931 3006
E-mail business.ads@telegraph.co.uk

Education

Tel 020 7931 3007
E-mail education.ads@telegraph.co.uk

Shopping

Tel 020 7931 3008
E-mail shopping.ads@telegraph.co.uk

Emporium

Tel 020 7931 3009
E-mail emporium.ads@telegraph.co.uk

Fine Arts

Tel 020 7931 3010
E-mail finearts.ads@telegraph.co.uk

Entertainments

Tel 020 7931 3014
E-mail entertainments.ads@telegraph.co.uk

Manchester

Tel 0161 876 8000
Fax 0161 848 7824
E-mail manchester@telegraph.co.uk

Scotland

Tel 01563 526 176
Fax 01563 526 176
E-mail scotland@telegraph.co.uk

INTRODUCING OUR STUNNING NEW SECTIONS: THE PAPER WITH A BIGGER VIEW



Clarke has doubts over terror laws

By Peter Hain

Home Affairs Editor

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KATIE MOSS: Leaving her laptop in a bag, she has to comment on the network's use of a laptop in a bag, not a bag with the camera.

GCSE English pupils shoulda done better, say examiners

By Peter Hain

Home Affairs Editor

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The Sunday Telegraph

2 FOR 1 GASTRO PUB MEALS
OVER 550 PARTICIPATING PUBS
WIN TICKETS TO THE WORLD CUP SECOND ROUND

It's your job to fight the jobs, Reid tells public

Alan Turing chooses his new puppet

Church has fallen apart since I was in charge, says Carey

Pressure builds on Met chief over handling of terror suspects

Steve Curran flat out

Market

Business

Sport

World News

Digest

Weather 32 Letters 29 Obituaries 31 Sudoku 32 TV & Radio 20-24 Crossword 32

Standard conditions for advertising

All orders for advertisements are accepted subject to the standard conditions of insertion set out below. These standard conditions contain details of the Buyer's rights and obligations as well as provisions limiting Telegraph Media Group Limited's liability. They should be read carefully before orders are placed. By sending us any advertisement for publication you, the Buyer, confirm your acceptance of and agreement to, these standard conditions.

1. In these conditions, (1) "the Publisher" means Telegraph Media Group Limited, being: a) as regards traditional printed paper media, (wherever in the world so printed) the publisher of The Daily Telegraph, The Sunday Telegraph, The Weekly Telegraph (including any supplement or magazine for which no charge is made to its recipients and which is published, whether regularly or occasionally as part of, or in association with the newspapers) in or with which the advertisement is to appear or has appeared; b) as regards material published in or by means of any other media (eg. cable, satellite or internet) the publisher of the world wide web site with the domain name of telegraph.co.uk, or such other domain name(s) as it shall utilise from time to time on which or with which the advertisement is to appear or has appeared. (2) "the Buyer" means the person placing the order with the Publisher for the insertion of the advertisement, whether such person be the advertiser of the product or service promoted thereby or making the announcement therein ("the Advertiser") or the Advertiser's advertising agency or media buyer; (3) the "rate card" means the Publisher's rate card in effect for the time being and may include, among other matters, its scale of advertisement rates, technical specifications, copy and cancellation deadlines and setting styles, and other terms and/or conditions; and (4) an "advertisement" means matter to be printed on the page, separately inserted or reproduced as a copied cutting or delivered from the appropriate website.

2. The Buyer warrants that: (a) in relation to an advertisement the Buyer contracts with the Publisher as a principal notwithstanding that the Buyer may be acting directly or indirectly for the Advertiser as an advertising agent or media buyer or in some other representative capacity; (b) the reproduction and/or publication of the advertisement by the Publisher as originally submitted or as amended pursuant to condition 3 will not breach any contract or infringe or violate any copyright, trademark or any other personal or proprietary right of any person or render the Publisher liable to any proceedings whatsoever; (c) any information supplied in connection with the advertisement is accurate, complete and true; (d) in respect of any advertisement submitted for publication which contains the name or pictorial representation (photographic or otherwise) of any living person and/or any part of any living person and/or any copy by which any living person is or can be identified the Buyer or the Advertiser has obtained the authority of such living person to make use of such name, representation and/or copy; (e) in relation to any investment advertisement, the Advertiser is, or its contents have been approved by, an authorised person within the meaning of the Financial Services and Markets Act 2000 or the advertisement is otherwise permitted under that Act; (f) the Publisher shall be entitled to publish and reproduce and permit the reproduction of the advertisement anywhere in the universe both in the newspapers referred to in condition 1(1) and in any other newspaper or other medium irrespective of the means of the newspaper's production or delivery and whether by or on newsprint or any other medium; (g) the advertisement complies with the requirements of all relevant legislation including subordinate legislation, the rules of Statutorily recognised regulatory authorities and the law of the European Union for the time being in force or applicable in the United Kingdom; and (h) all advertising copy submitted to the Publisher is legal, decent, honest and truthful and complies with the British Code of Advertising Practice and all other relevant codes under the general supervision of the Advertising Standards Authority.

3. The Publisher may, without derogation from the warranties contained in condition 2, refuse or require to be amended any artwork, copy or other materials for or relating to an advertisement so as (i) to comply with any legal or moral obligations placed on the Publisher or the Buyer or the Advertiser; or (ii) to avoid infringing a

third party's rights, the British Code of Advertising Practice and all other codes under the general supervision of the Advertising Standards Authority or the production and quality specifications stipulated or referred to in the rate card.

4. The Publisher has the right at its discretion to decline to publish, or to omit, suspend or change the position of, any advertisement otherwise accepted for insertion. However, the Publisher will use reasonable efforts to comply with the wishes of the Buyer although it gives no warranty or representation regarding the date of insertion, the wording, or the quality of the colour or mono reproduction of the advertisement.

5. The Publisher cannot guarantee (a) that an advertisement including a coupon will not back on to another advertisement including a coupon, (b) that an advertisement will not appear in the same issue as another advertisement for a similar or the same product, or (c) that magazine inserts will not appear in the same issue as another insert for a similar or the same product. No refunds will be given in such instances.

6. The Publisher will not be liable for any loss of copy, artwork, photographs or other materials, and the Buyer warrants that it has retained the same in sufficient quality and quantity for whatever purpose.

7. Where the Buyer is the Advertiser's advertising agency, the Buyer warrants that it is authorised by the Advertiser to place the advertisement with the Publisher and the Buyer will indemnify the Publisher against any claim made by the Advertiser against the Publisher arising from the publication thereof.

8. The Publisher shall have the right to change the format of any of its publications, its scale of advertisement rates, technical specification, magazine specification and/or mechanical details at any time and shall be entitled to vary or apply differing rates, specifications or other details commensurate with the format (including any new format) of the relevant publication.

9. The Publisher shall not be bound by a stop order or cancellation or transfer of the advertisement unless it meets the requirements specified on the rate card, and any such instruction otherwise than prior to the deadline therefor shall not (even though it be followed by the Publisher) affect the Buyer's liability for payment for the advertisement. The Publisher may treat as a cancellation the fact that (a) the Buyer commits a material breach of any provision of these standard conditions; or (b) a petition is presented or a meeting convened for the purpose of considering a resolution for the making of an administration order, the winding up, bankruptcy or dissolution of the Buyer or the Buyer stops payment or ceases or threatens to cease to carry on its business or is or shall become unable to pay its debts within the meaning of Section 123 of the Insolvency Act 1986; or (c) the Buyer compounds with or enters into a scheme of arrangement for the benefit of its creditors (including any voluntary arrangement as defined in the Insolvency Act 1986) or a receiver is appointed over the Buyer or its assets or any part thereof or a resolution is passed for such appointment or an administration order is made in relation to the Buyer.

10. All prices quoted apply to UK editions of newspapers only. In the absence of any other specific arrangement between the Publisher and the Buyer, payment in respect of the advertisement (including any associated production, late copy and box number charges) is due in advance of publication except where the Publisher has agreed to allow credit to the Buyer, in which case the due time for payment shall be no later than 3pm (i) if the Buyer is a recognised agency under the Joint Recognition Scheme of the Newspaper Publishers Association Limited and the Newspaper Society, on the last working day of the month following that in which the advertisement appeared (so that, for example, payment for advertisements published during June 2003 would be due by 3pm on Wednesday 31 July 2003) or, (ii) in any other case, on the seventh day following the date of the Publisher's invoice

issued on or after the date on which the advertisement appeared. Full details of each remittance are to be supplied to the Publisher by the due time. Payment shall mean the receipt by the Publisher at its principal place of business (or elsewhere as it may direct) of cash or a cheque or at its bank of moneys transferred electronically or through the clearing banks' giro credit system. The Publisher reserves to itself a right to recharge the Buyer any charges it incurs resulting from the Buyer's chosen method of payment.

11. All prices quoted are exclusive of VAT. If the Buyer is registered for VAT in a member state of the European Union other than the United Kingdom and wishes to be invoiced by the Publisher with VAT charged at a rate of zero or such other rate as may be lower than the standard rate of VAT for the time being in force in the United Kingdom, the Buyer must with its order furnish the Publisher with the Buyer's VAT registration number in its member state.

12. Although the Publisher makes every effort to render invoices in the ordinary course, payment for the advertisement shall be made as aforesaid whether or not the Buyer shall have (i) received the Publisher's invoice or (ii) provided the Publisher with an order number at the time the advertisement was booked.

13. There is no obligation on the Publisher to supply voucher copies or tearsheets and their absence shall not affect the Buyer's liability for the agreed charge.

14. The Buyer agrees to pay to the Publisher in respect of each advertisement for which payment is not made by the due time (a) the sum of £25 as an administration charge and (b) interest on the amount paid late at the rate of 4% above the base rate of the Royal Bank of Scotland plc accruing from day to day (including the day on which payment was due) both before and after judgement. Any such additional charge is payable within seven days following delivery of the Publisher's invoice particularising it.

15. It is the responsibility of the Buyer to check the correctness of the advertisement (and of each insertion of the advertisement if more than one). Without prejudice to condition 7, the Publisher assumes no responsibility for the repetition of an error in an advertisement ordered for more than one insertion unless notified immediately the error occurs. Any other matter of complaint, claim or query (whether in relation to the advertisement or the invoice) must be raised with the Publisher in writing within seven days following (as the case may be) insertion of the advertisement or of the date on which it is claimed the advertisement should have appeared or of the receipt by the Buyer of the invoice giving rise to it. Without prejudice to the Publisher's entitlement to be paid for the advertisement as published a sum representing a reasonable proportion of the charge agreed at the time the advertisement was booked, the Publisher's liability is limited to a maximum, at its option, of giving a credit for its charge for the advertisement or (in an appropriate instance) of publishing the advertisement for a second time without charge. Such complaint, claim or query shall not affect the liability of the Buyer for payment by the due time of the Publisher's charges for that and all other advertisements. Once any dispute in respect of any advertisement has been resolved, payment for that advertisement will, if the original due date has then already passed, be due within three working days.

16. While all reasonable endeavours will be made as soon as possible after receipt by the Publisher to forward to the Buyer or as it may direct any replies to box numbers, the Publisher accepts no liability in respect of any loss or damage alleged to have arisen through delay in forwarding or omitting to forward such replies.

17. Subject to paragraph 18, the Publisher shall not be liable, whether in tort, contract or otherwise, for any loss of profit, opportunity, goodwill, anticipated saving, revenue and/or any other loss which is indirect, consequential or economic and the Publisher's maximum aggregate liability for any loss or damage arising out of or in

relation to any advertisement ordered by or on behalf of the Buyer whether in contract, tort or otherwise shall not exceed the total amount of the charges for the relevant advertisement paid by or on behalf of the Buyer and received by the Publisher in cleared funds.

18. Nothing in these conditions shall exclude or restrict either the Publisher's or the Buyer's liability for death or personal injury resulting from the negligence of the relevant party or of its employees while acting in the course of their employment or shall exclude or restrict either party's rights, remedies or liability under the law governing these conditions in respect of any fraud.

19. Except as expressly set out in these conditions, all conditions, warranties, terms and undertakings, express or implied, statutory or otherwise in respect of the obligations of the Publisher are excluded insofar as it is possible to do in law.

20. The Buyer will indemnify the Publisher and agrees to keep it indemnified against all claims, costs, proceedings, demands, losses, damages, expenses or liability whatsoever arising directly or indirectly as a result of any breach or non-performance of any of the representations, warranties or other terms contained in these conditions or implied by law.

21. No waiver or indulgence by the Publisher shall be effective save in relation to the matter in respect of which it was specifically given.

22. These conditions shall apply to each contract for the insertion of an advertisement together with such additional relevant conditions as are set out elsewhere in the Publisher's rate card and in the event of any conflict or inconsistency between these conditions and such other conditions, these conditions shall prevail.

23. For your protection calls to and from the Publisher may be recorded.

24. The contract which incorporates these conditions shall be construed under and governed by the law of England and the parties hereby irrevocably agree that the courts of England shall have exclusive jurisdiction to resolve any controversy or claim of whatever nature arising out of or in relation to this contract or breach thereof.

25. As part of its normal business procedure the Publisher reserves the right to make searches and/or other enquiries about the Buyer using the services of credit reference agencies. The Buyer hereby acknowledges that such enquiries may be made and that agencies may well keep copies of the searches which will be shared with other businesses.

26. The placing of an order for the insertion of an advertisement shall amount to an acceptance of these conditions and any terms or conditions stipulated on an order form or elsewhere by the Buyer shall be void insofar as they are inconsistent with these conditions.

27. No person other than a party to the contract incorporating these standard terms may enforce such contract by virtue of the Contracts (Rights of Third Parties) Act 1999.

Data Protection
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