

# RACONTEUR

*Raconteur Media Ltd.*  
Publisher & provider of special interest reports of  
targeted content for leading daily newspapers  
[www.raconteurmedia.co.uk](http://www.raconteurmedia.co.uk)

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## **Raconteur on Enterprise Risk & Continuity Planning**

Raconteur tells a story of success during the recession...

As we move deeper into the recession, reliable and comprehensive information becomes increasingly important. In September 2008, new start-up Raconteur Media signed an exclusive contract with News International as the sole provider of special interest reports to *The Times* and *The Sunday Times*. During the last six months Raconteur have produced 14 reports on subjects ranging from Corporate Restructuring to Packaging Innovations.

Using the most prestigious journalists from each industry, Raconteur reports are the same size and newspaper copy as *The Times* and give objective, focused information on subjects of specific interest to readers. The reports also provide a quality and targeted environment for advertisers to reach the readers that are relevant to their company's products or services.

One company that has benefited from Raconteur's specialised platform has used their reports repeatedly. Marketing Specialist Jakki Jarvis from Information Security firm Shred-it said, "We have worked with Raconteur on a number of occasions. The publication works well in assisting us to reach our core market audiences and we find their consistent professionalism refreshing. We wouldn't hesitate to recommend their special reports to others"

Raconteur will publish over 40 reports in 2009 on a large range of topics, each treated with the same focused approach and covering areas of Healthcare, Finance, Professional Services, Technology and Consumer interest.

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