

News International Limited

Raconteur Media Ltd | Unit 4, 36-42 New Inn Yard | EC2A 3EY London | United Kingdom

The Times launches Raconteur supplement series

London, 9 December 2008: The Times has signed an exclusivity deal with London based media company Raconteur Media to become the external partner of special interest reports.

The themed weekly reports will launch in December, following on from 5 supplements that appeared within The Times during November. A further 40 publications have been scheduled for 2009, covering diverse topics such as Healthcare and Pharmaceuticals, Business and Finance to IT and Technology.

The first December supplement, 'Equestrian Times' will launch on 11th. In association with the British Equestrian Federation, the 16-page supplement will include a foreword by Zara Phillips. Further reports this month will include, 'Investing in Art' (13 December) and 'Healthy Gut' (17 December).

Set to extend The Times' offering, the reports will offer advertisers a chance to communicate their message in a more targeted space, that closely knits editorial content with promotional material.

Henrik Kanekrans, managing director and partner, Raconteur Media, said: "We look forward to developing this relationship and creating increasingly interesting publications to stimulate and engage the readers. We are committed to quality journalism and delivering readers reliable, accurate, and topical content."

Managing director, News International Commercial, Paul Hayes said: "Through the introduction of Raconteur special reports, we aim to offer a specialised outlet for topical and engaging content that acts as a valuable resource to the informed readership of The Times."

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News International Limited is the main UK subsidiary of the global media company News Corporation. Times Newspapers Ltd (TNL) publishes The Times and The Sunday Times and News Group Newspapers Limited (NGN) publishes The Sun and News of the World. TNL and NGN are part of the News International group.

Other subsidiaries which form part of the News International group include NI Free Newspapers Ltd, publisher of thelondonpaper, the Times Literary Supplement and milkround.co.uk. In addition, the News International group owns 50% of both The London Property News and propertyfinder.com, and has investments in property search engine globrix.com and fashion website brandalley.co.uk.

Raconteur Media Ltd is a London based publishing house that produces special interest reports exclusively for News International - The Times and The Sunday Times.

Raconteur have origins from Sweden and provide companies and organisations with an effective, informative and powerful communications platform that allows them to directly reach their core audience. We promote areas of business of interest to readers of The Times and The Sunday Times but which cannot be covered comprehensively by them. We bring together content and sponsors in a credible package of quality journalism and cutting edge design.

Raconteur comprises solutions that provide an engaging and mutually beneficial partnership between enterprises of different industries and the end user, through a communications platform that connects the vendors with buyers and other stakeholders. Our solutions are suitable for a vast range of business purposes such as profile building, product promotion, PR and thought leadership.