

### About us

Hearing Times is a national UK media group providing news and content for deaf and hard of hearing people, their relatives and friends, audiologists and professionals in the hearing industry and equipment manufacturers and dispensers.

We strive to raise awareness about the effects of hearing loss on individuals, their families and friends and the professionals who can help improve quality of life through the latest research and technology.

Published quarterly, Hearing Times newspaper was launched in September 2008, and we have been bringing the latest relevant news and information to the 9 million people with hearing loss in the UK. This September sees the launch of Hearing Times online, a daily website that will include even more great content:

- News, features and interviews
- Healthcare issues - advice and support
- Developments in science and technology
- Product testing and services
- Theatre and film reviews
- Sport - local and national

### Reader profile

**Readers rate HT as a primary source of information on deaf and hard of hearing issues, including:**

- **28% local, national and international news**
- **22% community news and events**
- **15% technology**

Male: 40%

Female: 60%

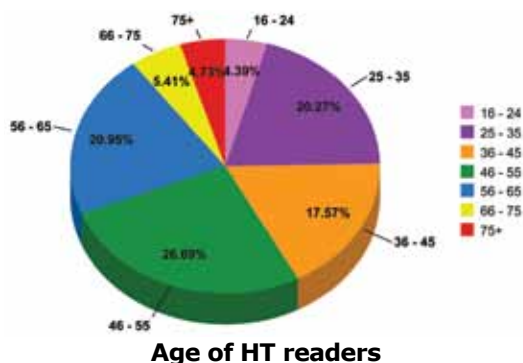
Median Age: 47 years old

Married: 50%

66% of our readers have completed a three-year degree or higher

Average reading time is 46 minutes

Approximately half of our readers (51%) are professionals in the hearing industry.



Age of HT readers

Source: Hearing Times Readership Survey 2011  
Survey conducted online and consisted of 297 replies

### Print deadline dates

Issue	Copy deadline	Publication
Autumn 2012	22 Aug 2012	30 Aug 2012
Winter 2012	16 Nov 2012	28 Nov 2012
Spring 2013	15 Feb 2013	27 Feb 2013
Summer 2013	17 May 2012	29 May 2012
Autumn 2013	16 Aug 2012	28 Aug 2012
Winter 2013	15 Nov 2013	27 Nov 2013

Please note the editorial calendar is subject to change



### Guidelines

- Content should be delivered in Word, with no formatting. A suitable image must be submitted with each article, attached to the email in JPEG format.
- Contributors are required to supply contact details of their sources for fact checking purposes.
- Please note that all submissions to Hearing Times will be published in the newspaper, on the website ([www.hearingtimes.co.uk](http://www.hearingtimes.co.uk)) and in the electronic archives online.
- Copyright remains with the contributor. Should an external source wish to reproduce the piece permission is always granted, subject to full credit given to the author and Hearing Times.
- Expenses will not be paid unless agreed in advance.
- The contributor should invoice Hearing Times via email ([editorial@hearingtimes.co.uk](mailto:editorial@hearingtimes.co.uk)), quoting the job reference.
- Payment will be made within 30 days of receipt of invoice via bank transfer so include your details in the invoice.
- Submissions on behalf of organisations will not be paid for, content must be 100% original and free from plagiarism.
- If you have any queries regarding your commission or have any problems meeting the agreed deadline please contact your commissioning editor as soon as possible.
- Both acceptance of a commission and submission of content confirm that you agree with all the above statements.