



Best of British *checklist*

BUYING BRITISH: HERE ARE 10 TOP BRANDS SHOWCASING THE BEST OF BRITISH CULTURE AND TRADITION
(Eventual title will be chosen by the Times Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH THE TIMES ONLINE ON 5 MAY 2023

The **Best of British Checklist** is a native feature of 10 sponsored articles published on *The Times Online*. It appears in content relevant areas of the website and is promoted by way of circa 10 million ad-site traffic drivers **1** – the advertorial content is hosted perpetually on *The Times Online* and includes individual links for the benefit of all 10 advertising partners.

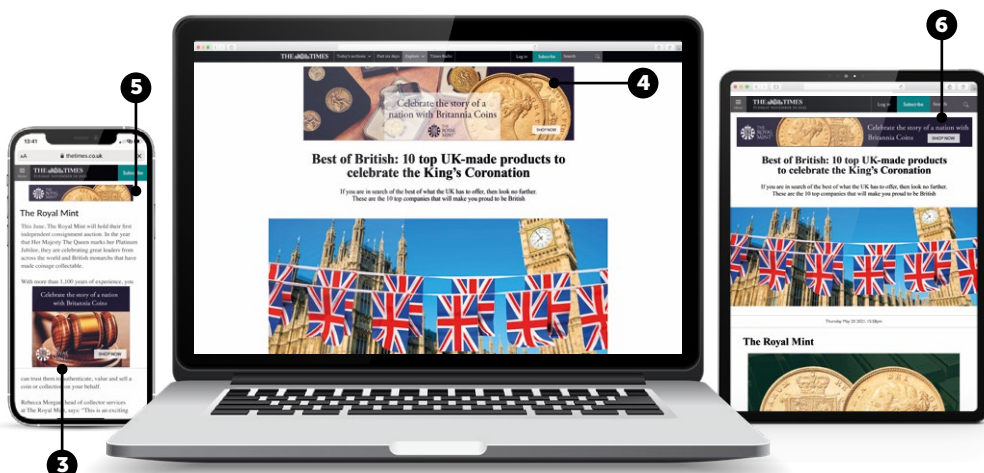
A staple of British life, *The Times* boasts an affluent readership. This audience believes it is worth paying extra for quality products and services. The **Best of British Checklist** will therefore service as an essential guide for readers looking to invest in British products and memorabilia to commemorate the King's Coronation.

Curated by an experienced team of *The Times Online* copywriters, the **Best of British Checklist** showcases a high-quality selection of quintessentially British and Coronation themed products and services, including food & drink, fashion, days out, attractions and limited edition memorabilia.

Published the day before the Coronation of Charles III and Camilla, the **Best of British Checklist** is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, an affluent ABC1 audience and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- *The Times* readers have spent 25% more than the average UK adult online in the past six months
- *The Times* reaches the most ABC1 45-to 70-year-old adults of any quality newspaper.

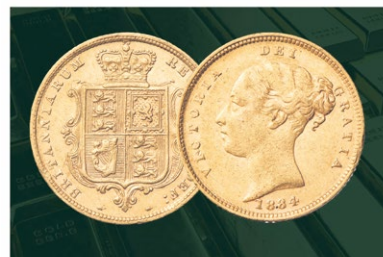


14.4m
monthly unique visitors to *Times Online*

71%
readers are ABC1

26m
is the average time spent reading *The Times Online*

SPONSORED ARTICLE EXAMPLE



The Royal Mint

The Royal Mint will hold their first independent consignment auction. In the year that Her Majesty The Queen marks her Platinum Jubilee, they are celebrating great leaders from across the world and British monarchs that have made coinage collectable. With more than 1,100 years of experience, you can trust them to authenticate, value and sell a coin or collection on your behalf.

If you have a coin or coins you are looking to sell, an auction can often be the best way to find the right buyer. The Royal Mint's regular auctions provide a great opportunity to offer your coins to a large buying audience. Selling in a Royal Mint auction can help make sure you get a fair price for your coins while being confident they are going to a good new home. Get in touch with their experienced auction team today to see how easy consigning to The Royal Mint auctions is.

Click [here](#) to get started.

CLICK HERE TO SEE A LIVE FEATURE

RATE CARD

Sponsored article and banner package **£15,000**

Promoted by way of circa 10m ad-site traffic drivers:
1 sponsored article **2**, 1 MPU **3**, 1 billboard **4**,
1 mobile banner **5**, 1 leaderboard **6**

Video upgrade £1,000

Competition Upgrade £1,000

DISTRIBUTION

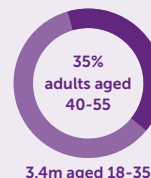
- Published on the *The Times Online* homepage and hosted on the website perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER

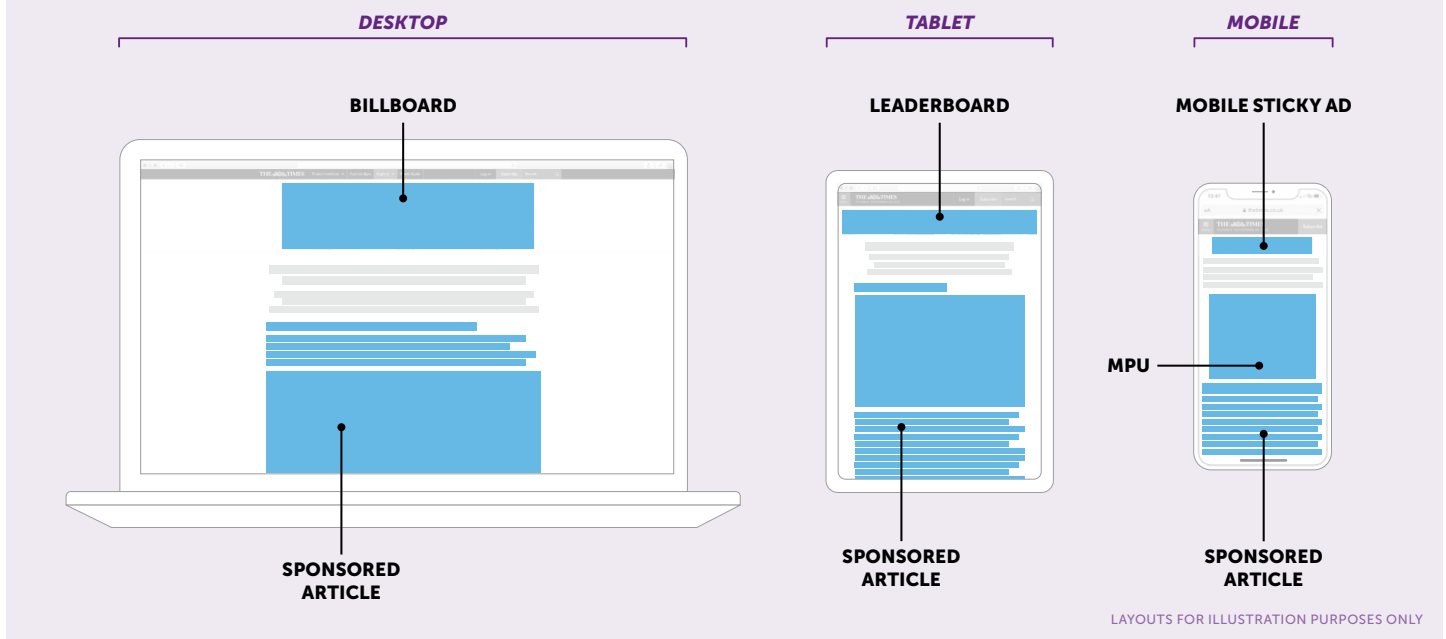


AGE



CLICK HERE TO SEE THE COMPETITION MEDIA PACK

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Times Online*
- **Contact information:** Your website

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service. In case of a video upgrade, that should be supplied as a Vimeo link or MP4 file.

DISPLAY AD SPECS

BILLBOARD

- Displays on desktop only
- **Size:** 970px (w) x 250px (h)

LEADERBOARD

- Displays on tablet only
- **Size:** 728px (w) x 90px (h)

MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

MPU (MID PAGE UNIT)

- Displays on mobile only
- **Size:** 300px (w) x 250px (h)

SUPPLYING CONTENT

PLEASE NOTE: The full content specification and artwork deadline will be given after booking.
Your content can be emailed to production@hurstmediacompany.co.uk

CREATION, PROOFING & APPROVAL

CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *Times Online*.
- Copy for advertorial features will be subedited by *Times Online's* editorial team to meet their house style.

PROOFING & APPROVAL PROCESS

- Hurst Media Company will supply a proof to you.
- After sending a proof, we require either your approval to publish the article or any factual copy corrections.
- If you have any copy changes, you have the option of two rounds of corrections before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours unless advised otherwise.

TERMS & CONDITIONS

- Best Of British's Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *Times Online*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available [here](#).
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to *Times Online's* editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).

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