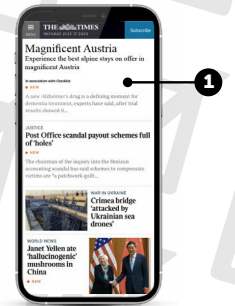
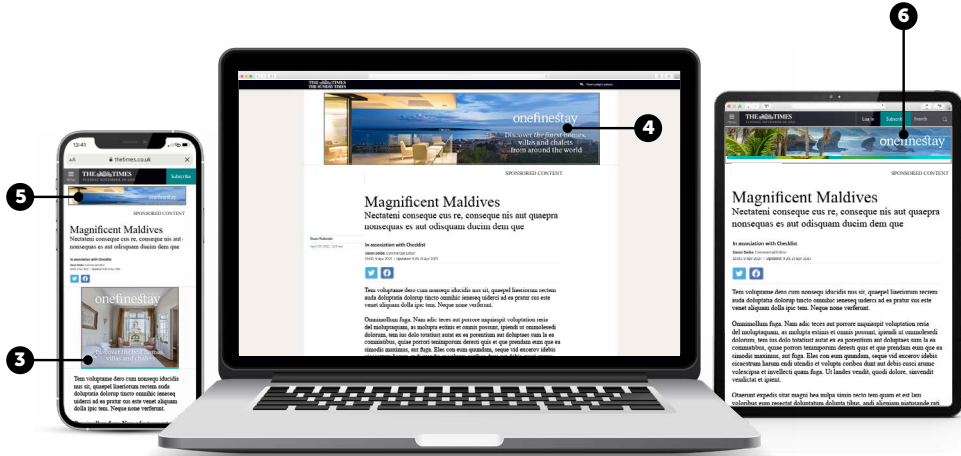


SOLUS LUXURY TRAVEL NATIVE PUBLISHED WITH THE TIMES ONLINE



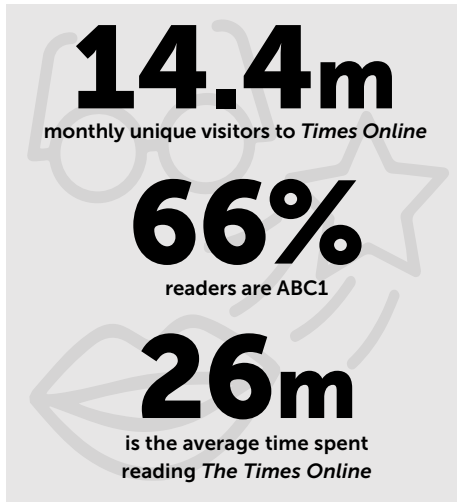
PUTTING YOUR BRAND IN THE SPOTLIGHT



A solus travel native feature with *TimesOnline* is your brand's unique sponsored article published on thetimes.co.uk. It appears as part of the website and selected social media channels by way of 1 million ad-site traffic drivers **1**. Once published, the advertorial content is hosted perpetually on *TimesOnline* and includes links for the benefit of the solus advertising partner.

Written by an experienced team of *TimesOnline* copywriters, a solus travel native feature puts one brand in the spotlight, offering a fully produced 500-word native article supported by a large image. Featuring as a travel spotlight advertorial on thetimes.co.uk creates the opportunity to appear in the online edition of Britain's most renowned newspaper, reaching their loyal audience of 11.7 million monthly unique visitors, including 8.7 million from the affluent ABC1 demographic.

Ideal for all travel-based products and services - ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre and shows, sporting days out, tourist attractions and more - a solus travel native feature is the perfect shop window for brands and organisations looking to benefit from *TimesOnline*'s robust editorial environment, a mass readership, and crucially the gravitas of being featured on one of the most popular news websites.



PARTICULARLY CONSIDERING

- 72% of readers of *The Times* readers are looking forward to a holiday
- 35% of readers of *The Times* are already researching their next holiday
- Readers of *The Times* have an average budget of £3,308 per person for their holidays

SPONSORED ARTICLE EXAMPLE

Magnificent Maldives
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In association with Checklist
Danni Debra, Commercial Editor
12:03, 9 Apr 2021 | Updated: 9:25, 17 Apr 2021

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RATE CARD

Sponsored article and banner package £24,000

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 in content relevant areas and hosted on the *Times Online* perpetually
- Each solus article is promoted by way of 1 million ad-site traffic drivers*
- Available nationwide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

ABC1 — 66%

C2DE — 34%

AGE

15-34 — 28%

35-54 — 36%

55+ — 36%

GENDER

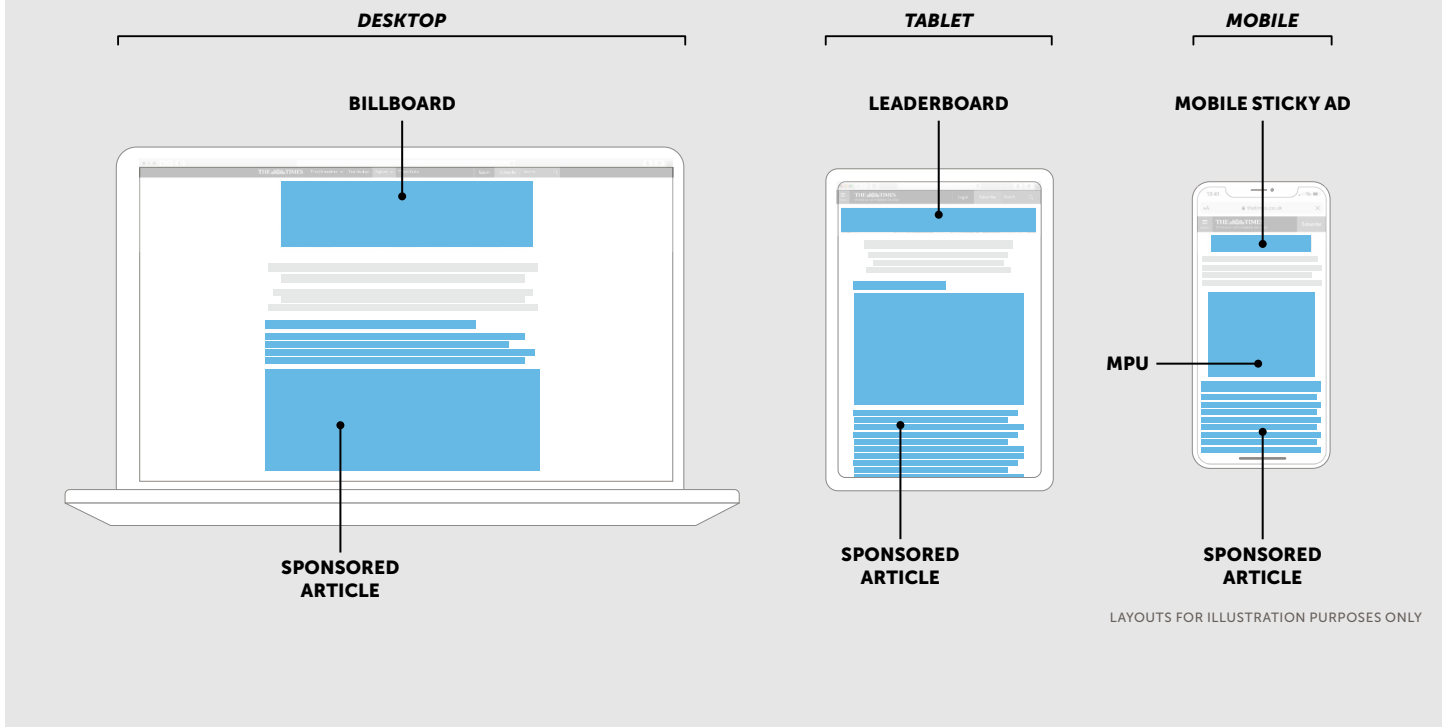
54%

46%

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

*All ad-site drivers are dictated by Times algorithms, promoted at News UK's discretion

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 500 words
- **Headline:** Written by *TimesOnline*
- **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. You can supply 2-3 images. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

DISPLAY ADS 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 desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

DOUBLE MPU

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 600px (h)

RIGHT AND LEFT SKINS*

*Skins are optional. If you're supplying your own display ads, let Production know so they can provide the relevant specs and examples.

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 PROCESS

- After receiving your content, Hurst Media Company will review and forward to *TimesOnline*.
- Copy for advertorials will be subedited by *TimesOnline*'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

- Checklist takes sole responsibility for the advertorial content that is published on *TimesOnline*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms.
- 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 *TimesOnline*'s editorial discretion.
- All copy, images, claims and promotions must adhere to the Advertising Standards Authority UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code).

CONTACT DETAILS

Hurst Media Company
1 Phipp Street
London, EC2A 4PS

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

