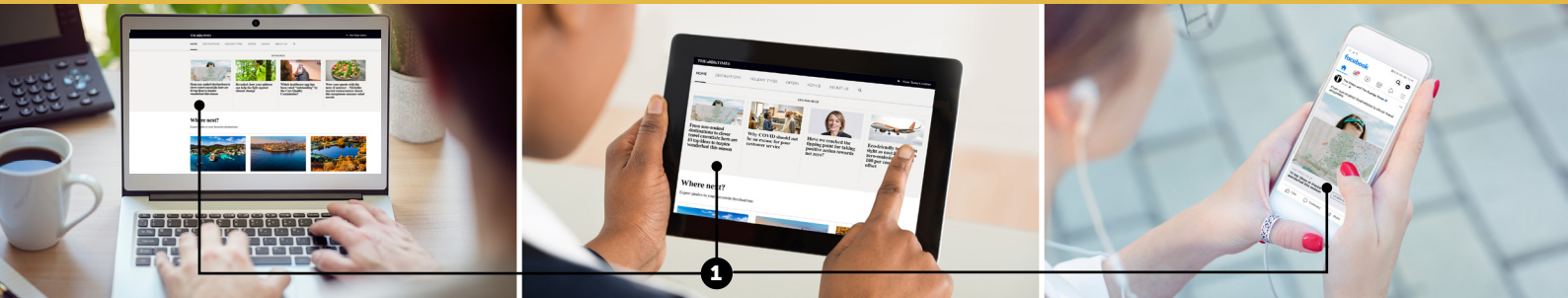


# Travel: Greece TOP 10 *checklist* ✓

GIVE IN TO YOUR WANDERLUST WITH 10 TOP BRANDS TO MAKE YOUR NEXT TRIP TO GREECE ONE TO REMEMBER

(Eventual title will be chosen by Times Online on basis of SEO score to drive highest traffic, engagement and searchability)



## PUBLISHED WITH THE TIMES ONLINE

**Travel: Greece Top 10 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.

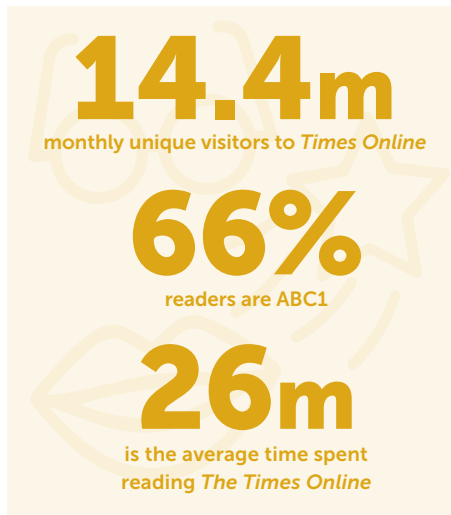
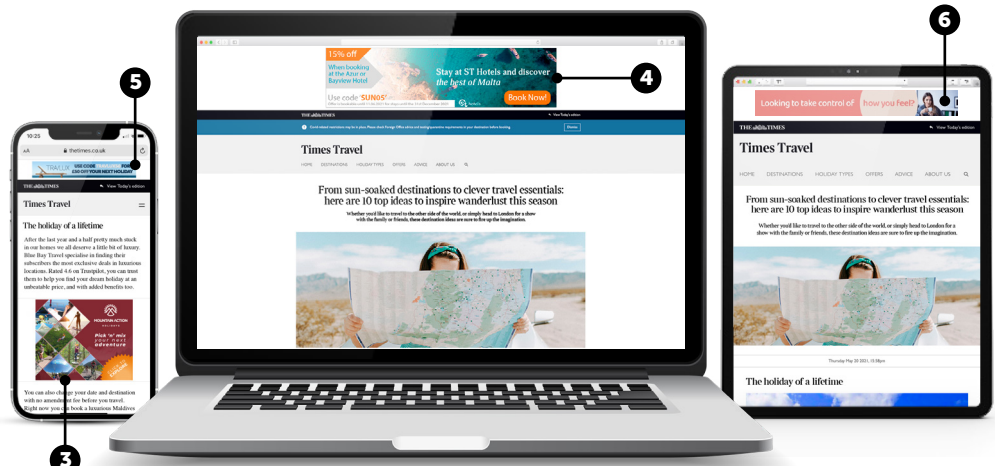
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Travel: Greece Top 10 Checklist** therefore serves as the essential guide to help those looking for inspiration for their next trip to Greece, whether it's a city break or island escape.

Curated by an experienced team of *The Times Online* copywriters, **Travel: Greece Top 10 Checklist** showcases a high-quality selection of 10 top highlights of Greece, ranging from destinations, hotels and resorts, tours, tourist attractions, events, tavernas, bars, rental companies and more – this is the space to promote the best that Greece has to offer.

**Travel: Greece Top 10 Checklist** is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, a mass readership focused on family holidays and travel, and crucially the gravitas of being featured on one of the most popular news websites.

### PARTICULARLY CONSIDERING

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



### SPONSORED ARTICLE EXAMPLE

#### THE DOLLI at Acropolis



Nestled in the heart of ancient Athens, boutique hotel-maison THE DOLLI sets a new benchmark for luxurious, glamorous travel.

Located in the charming Plaka neighbourhood, just a short stroll from the Acropolis, THE DOLLI features 46 exquisite bedrooms, pied-à-terre suites and private apartments. Its listed neoclassical exterior harmoniously blends with contemporary touches, such as an infinity pool where you can take a refreshing dip while gazing out at the Parthenon.

Sip cocktails at the celebrated Pool Lounge and reserve a table at the rooftop restaurant. Here, savour the views while indulging in exceptional cuisine inspired by Greece, the Mediterranean and Asia.

Hidden away in the hotel is Le Bar Secret, an intimate treasure where art adorns the walls and you can sip exquisite cocktails, paired with artisanal chocolates and other treats.

Furnished with an elegant fusion of 18th-century antiques and contemporary design pieces, THE DOLLI is a sanctuary for art enthusiasts. The hotel boasts a collection of Picasso, Lalanne, Jean Cocteau and ancient Greek ceramics, and offers a wealth of cultural experiences throughout your stay.

Visit [thedolli.com](http://thedolli.com) and book your stay today

[CLICK HERE TO SEE A PREVIOUS FEATURE](#)

### RATE CARD

**Sponsored article and banner package £12,000**

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

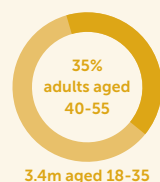
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

#### GENDER

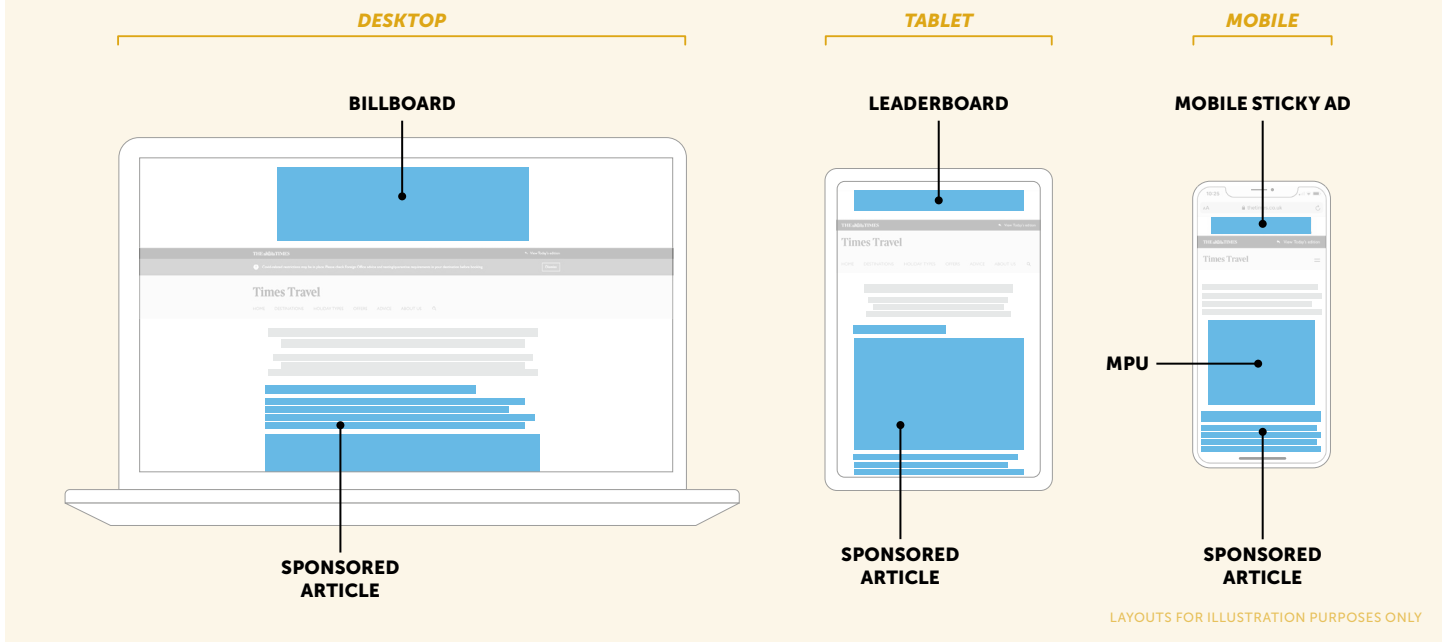


#### AGE



[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](mailto: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

- Travel Top 10 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](#).

**CONTACT DETAILS**  
Hurst Media Company  
1 Phipp Street, London,  
EC2A 4PS

Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

**MEDIA SALES**  
Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)  
**PRODUCTION DEPT.**  
Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

