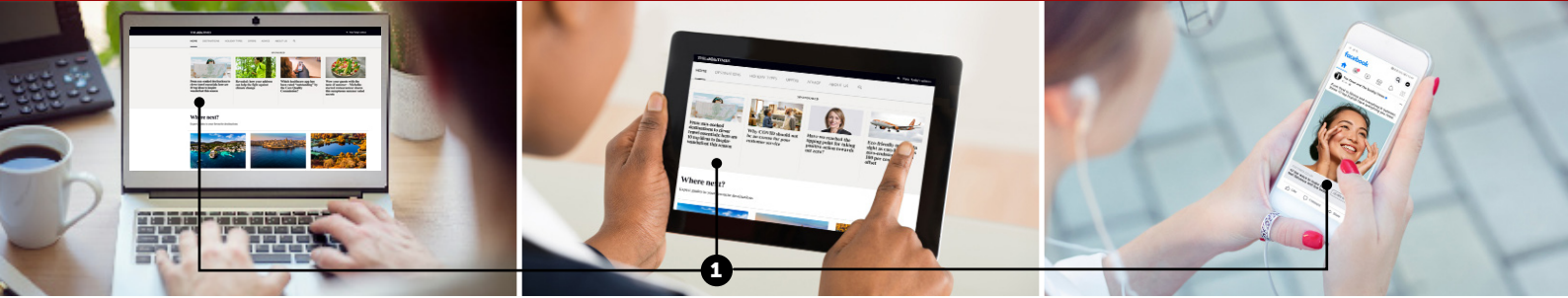


# Event Planning TOP 10 *checklist*

**ELEVATE YOUR EVENT: TAKE THE STRESS OUT OF EVENT PLANNING WITH THE HELPING HAND OF THESE TOP 10 COMPANIES**  
*(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

The **Event Planning Top 10 Checklist** is a native feature of 10 sponsored articles published on *TimesOnline*. 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 *TimesOnline* and includes individual links for the benefit of all 10 advertising partners.

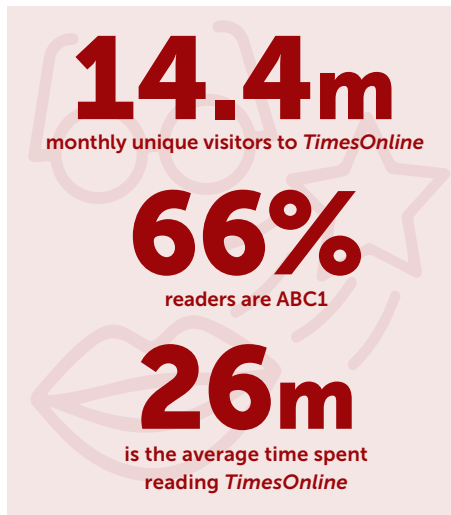
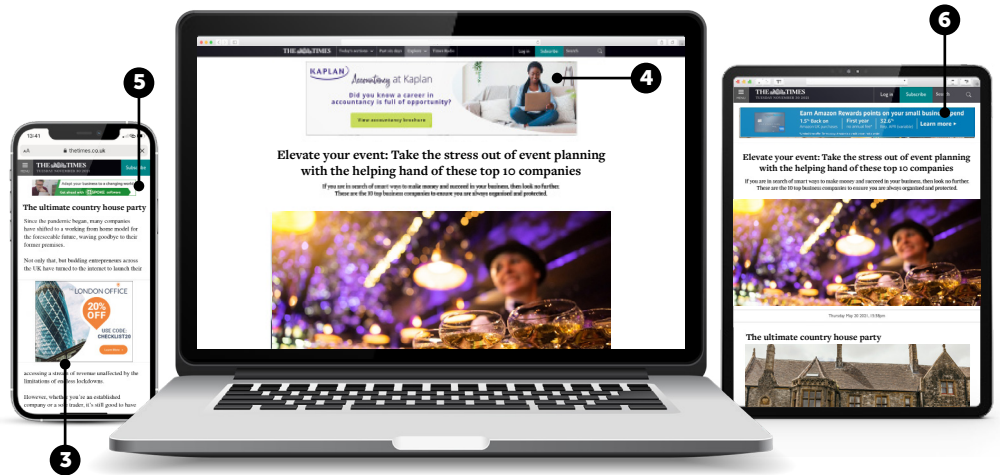
With over 66% of readers in the ABC1 social economic profile, *TimesOnline* boasts a wealthy readership. The **Event Planning Top 10 Checklist** will serve as the essential guide for quality product inspiration and is an excellent opportunity to reach this more affluent audience.

Curated by an experienced team of the *TimesOnline* copywriters, the **Event Planning Top 10 Checklist** showcases a high-quality selection of 10 products and services including everything from party planners, cakes, venues, and photographers to car hire, DJs, caterers, florists and more.

The **Event Planning Top 10 Checklist** is the perfect shop window for brands and organisations looking to benefit from *TimesOnline*'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

- Times readers have a mean family income of £55,885
- Over 70% of readers believe it is worth paying extra for quality goods
- Around 39% of readers agree that they tend to go for premium brands



### SPONSORED ARTICLE EXAMPLE



#### The ultimate country house party

Huntsham Court is a completely exclusive-use private estate for you to take over, whatever the occasion.

The magnificent and vast mansion sits in beautiful grounds amidst the rolling countryside in Devon. Inside, a stunning collection of adaptable reception rooms are warm, welcoming, and present a rarely-found relaxed glamour. Its 42 elegant, inviting bedrooms and suites mean up to 100 guests can enjoy a really special stay.

There is no corkage or hidden fees. Use either the venue's fantastic network of local suppliers (from Michelin chefs to festival-style food trucks) or bring your own caterers or staff. A team of in-house, experienced event planners are on hand to help as little or as much as you require.

Huntsham Court is your number one venue to host the ultimate party, wedding or a gathering in 2025 and beyond.

[Click here to find out more.](#)

[CLICK HERE TO SEE A LIVE 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

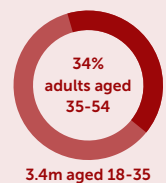
- Published in content relevant areas and hosted on the *TimesOnline* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

#### GENDER

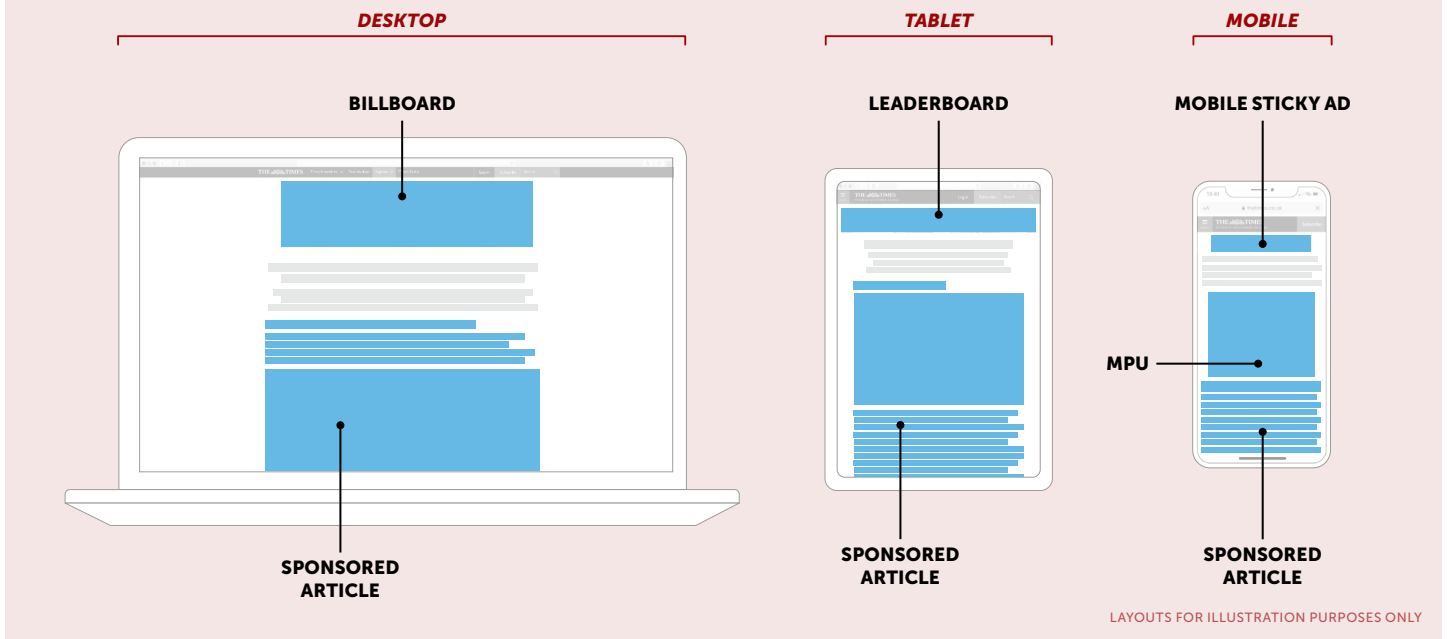


#### AGE



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

# ADVERTISING POSITIONS



## SPONSORED ARTICLE SPECS

### COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *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. 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 *TimesOnline*.
- Copy for advertorial features 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

- The Business Top 10 Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *TimesOnline*.
- 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 *TimesOnline*'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**  
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EC2A 4PS

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