

Software TOP 10 *checklist*

HERE ARE 10 TOP SOFTWARE TOOLS AND COMPANIES THAT CAN HELP MAKE YOUR LIFE EASIER
(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 Software 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.

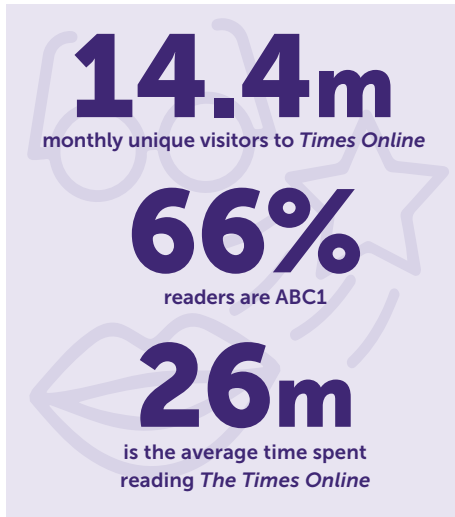
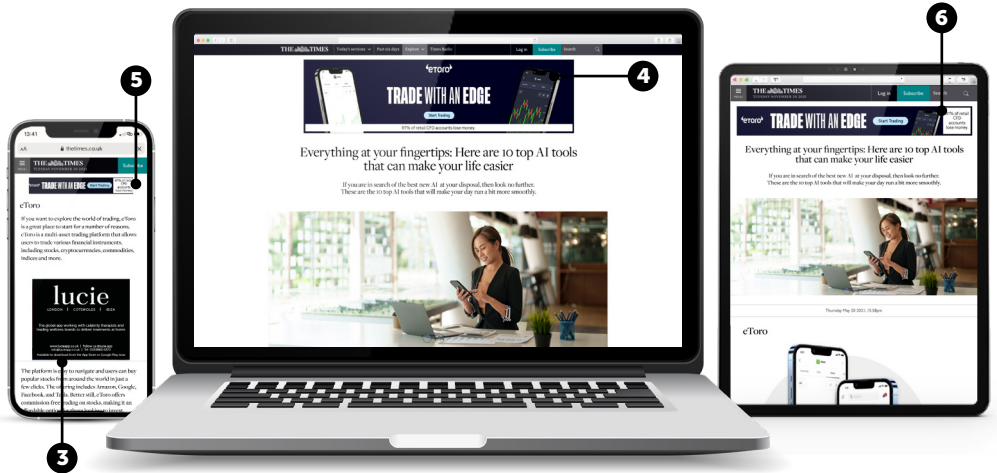
With over 66% of readers in the ABC1 social economic profile, *The Times Online* boasts an affluent readership. This affluent readership believes it is worth paying extra for quality products and services. The Software Top 10 Checklist will therefore serve as an essential guide for readers who are seeking technology solutions.

Curated by an experienced team of *The Times Online* copywriters, the Software Top 10 Checklist showcases a high-quality selection of 10 software companies from industries such as travel tech solutions, data-driven health services, financial and legal streaming, food service platforms, architectural and CAD design, digital audio workstations, sustainable investments and more.

The Software Top 10 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

- A total of 66% of *The Times Online* readers are ABC1
- 1 in 4 *Times Online* readers have over £50k in savings or investments
- Readers spend on average 26.6 minutes reading *The Times Online*



SPONSORED ARTICLE EXAMPLE

Vision ERP



As all good leaders know, structural or technical change in any organisation must be managed well. Yet change is often a stressful and protracted experience.

Vision ERP brings its friendly, open and honest approach to advise on and implement system changes in a range of industry-specific settings. Its experts understand the ways new systems should be adopted into existing organisational dynamics to ensure transitions are smooth and as pain free as possible.

The Birmingham-based firm is a go-to-market partner of software vendor Unit4, which provides finance, procurement, HR and IT leaders with the digital capabilities they need. It specialises in guiding mid to large-sized organisations in its UK adoption, including ERP (enterprise resource planning), talent management and FP&A (financial planning and analysis) software.

Vision ERP works extensively and successfully with the public sector, not for profit, higher education, Blue Light and professional service organisations, but can work flexibly with other business settings too.

Having worked with clients on software change projects, Vision ERP is mindful of often limited budgets and can offer ongoing support to ensure continued, cost-effective service.

If you are considering options for your corporate back-office ERP system, complete Vision ERP's online form for a free consultation at www.visionerp.co.uk.

[CLICK HERE TO SEE A LIVE TIMES ONLINE 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

F 54% M 46%

AGE

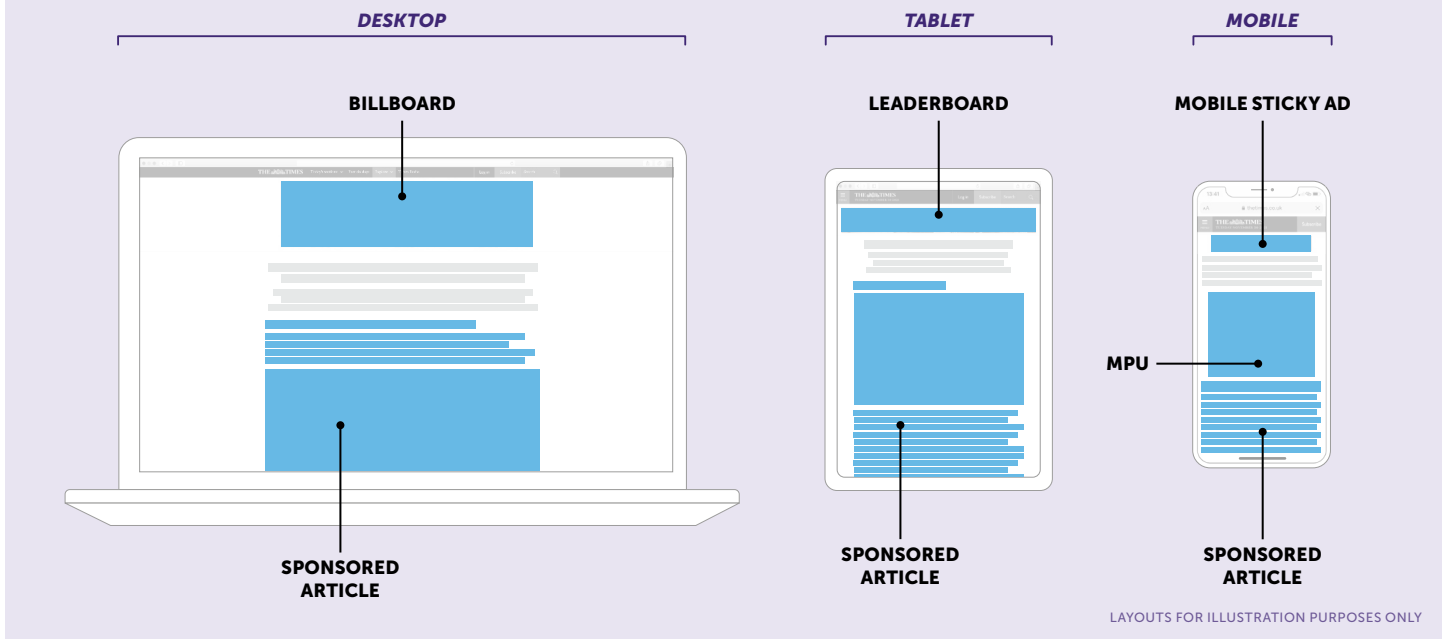
35% adults aged 40-55

3.4m aged 18-35

[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:** 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

- All 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](#).

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