

# Best of Yachting & Boating

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



## PUBLISHED WITH THE TIMES ONLINE ON WEDNESDAYS

Best of Yachting & Boating 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 popular *Travel* section of *The Times Online* and includes individual links for the benefit of all 10 advertising partners.

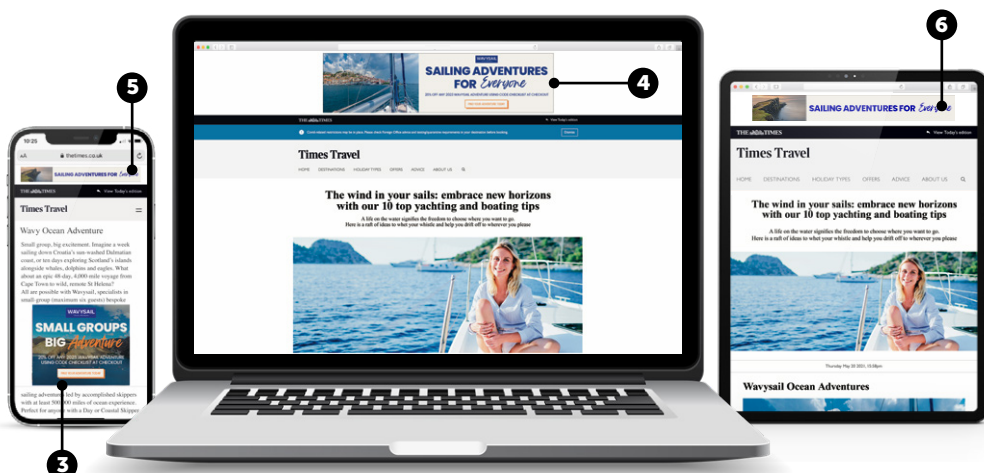
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. This affluent readership believes it is worth paying extra for quality products and services. Best of Yachting & Boating will therefore serve as an essential guide for readers who are seeking new and exciting ways to spend their money

Curated by an experienced team of *The Times Online* copywriters, Best of Yachting & Boating showcases a high-quality selection of products and services, ranging from boating/sailing holidays, short breaks, exhibitions & outings, water sports/activities, rentals and boating essentials.

Best of Travel 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 luxury and crucially the gravitas of being featured on one of the world's most popular news websites.

### PARTICULARLY CONSIDERING

- 72% of *The Times* readers are looking forward to a holiday
- 20,000 *Times* readers have taken part in water sports/activities
- *The Times* readers have an average budget of £3,308 per person for their holidays
- 21,000 readers of *The Times* have visited boat show exhibitions.



**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

Waysail Ocean Adventures



Small group, big excitement. Imagine a week sailing down Croatia's sun-washed Dalmatian coast, or ten days exploring Scotland's islands alongside whales, dolphins and eagles. What about an epic 48-day, 4,000-mile voyage from Cape Town to wild, remote St Helena?

All are possible with Waysail, specialists in small-group (maximum six guests) bespoke sailing adventures led by accomplished skippers with at least 500,000 miles of ocean experience. Perfect for anyone with a Day or Coastal Skipper qualification who wants to boost their mileage, the trips also suit sailing novices with wanderlust and a willingness to muck in with life on board.

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

[CLICK HERE TO SEE A PREVIOUS 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

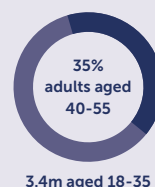
- Published on the *The Times Online* homepage and hosted on the *Travel* section perpetually
- Minimum 17,000 unique article views guaranteed, promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

#### GENDER



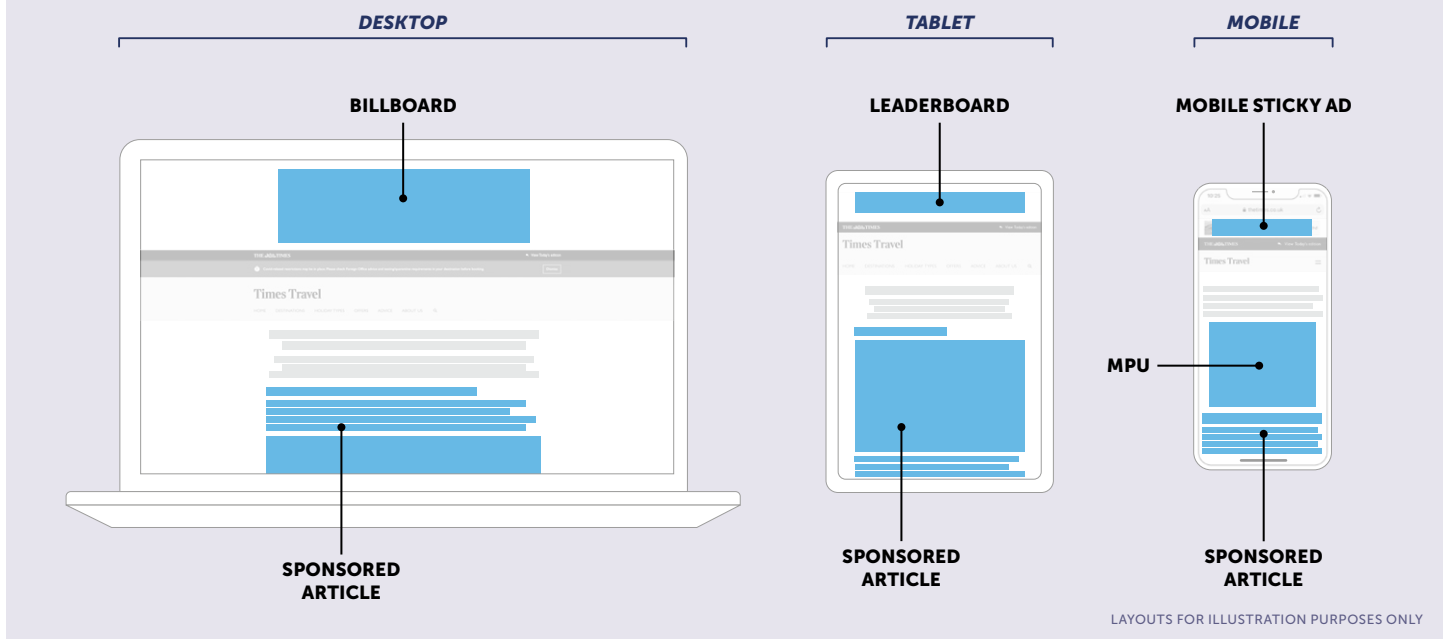
#### AGE



[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](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

- Best of 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**  
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