

# Financial & Legal

checklist 

**SAVE MONEY, MAKE MONEY: HERE ARE 10 TOP BRANDS TO CONSIDER WHEN REVIEWING YOUR FINANCES**  
(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 **Financial & Legal 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.

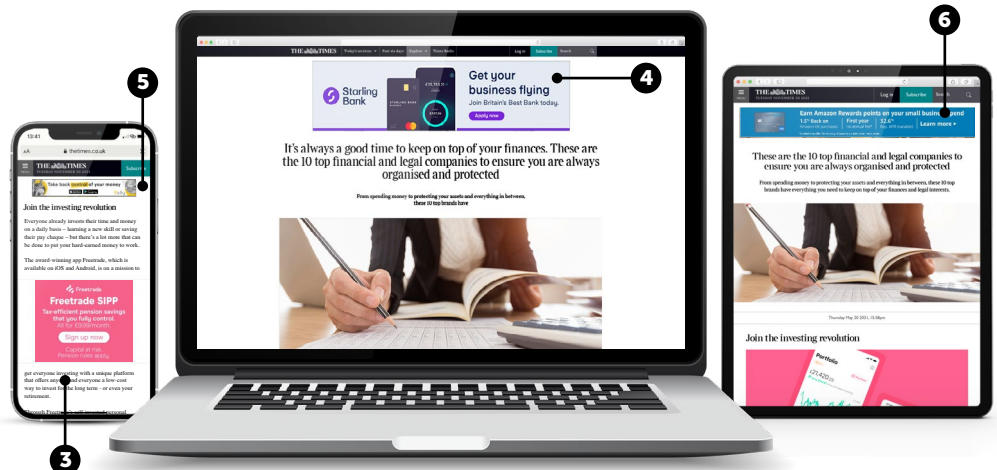
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms, and 1 in 5 have researched personal finance online in the past three months. **Financial & Legal Checklist** therefore serves as the essential guide for affluent readers, with advice for how they can make the most of their money at any stage of their life.

Curated by an experienced team of *The Times Online* copywriters, **Financial & Legal Checklist** showcases a high-quality selection of 10 products and services, ranging from pensions, insurance, mortgages, savings, legal advice, retirement options, property and investments.

**Financial & Legal 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

- 86% of readers are more likely to have a personal income of over £50,000 per annum
- 1 in 4 have over £50k in savings or investments
- 57% are more likely to be planning to change their bank or financial services provider in the next six months.
- 38% are more likely to select advertising as a key criteria of choice for financial services.

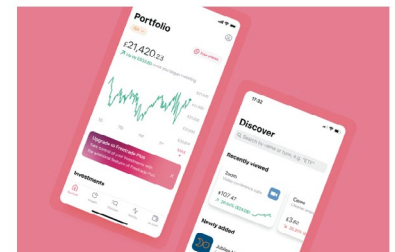


**14.4m**  
monthly unique visitors to *Times Online*

**31%**  
readers are ABC1

**26m**  
is the average time spent reading *The Times Online*

### SPONSORED ARTICLE EXAMPLE



#### Join the investing revolution

Everyone already invests their time and money on a daily basis – learning a new skill or saving their pay cheque – but there's a lot more that can be done to put your hard earned money to work.

The award-winning app Freetrade, which is available on iOS and Android, is on a mission to get everyone investing with a unique platform that offers anyone and everyone a low-cost way to invest for the long term – or even your retirement.

Through Freetrade's self-invested personal pensions (SIPPs) and Isa's, you can benefit from low flat fees of £9.99 a month (or a 30% discount if you're a member of Freetrade's Premium account Plus), meaning that account fees don't rise as your savings pot grows.

Additional perks include commission-free dealing, fractional shares – which allow you to invest as little as £2 to build a diversified portfolio of stocks – as well as the choice of thousands of UK and US stocks and ETFs (exchange-traded funds).

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

**CLICK HERE TO SEE A LIVE 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

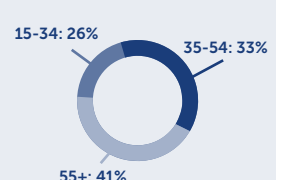
- Published on the *The Times Online* homepage and hosted on the website perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

#### GENDER

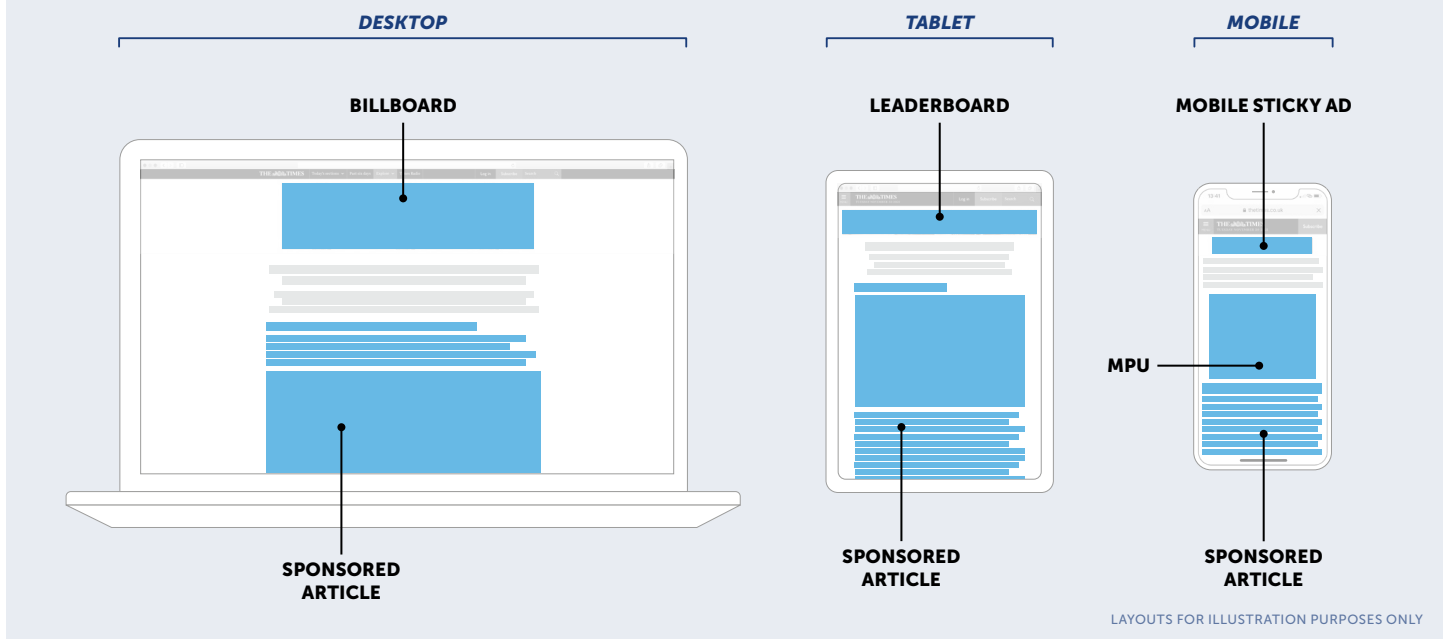


#### AGE



**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

- Financial & Legal 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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