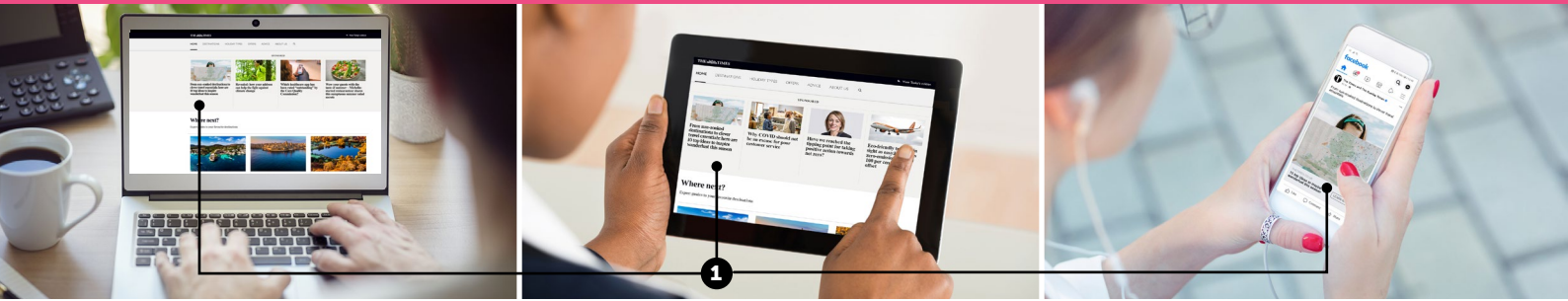


Weddings checklist

HEAR THE BELLS RINGING: 10 TOP WEDDING MUST-HAVES THIS SEASON

(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 **Weddings 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 – the advertorial content is hosted perpetually on *The Times Online* and includes individual links for the benefit of all 10 advertising partners.

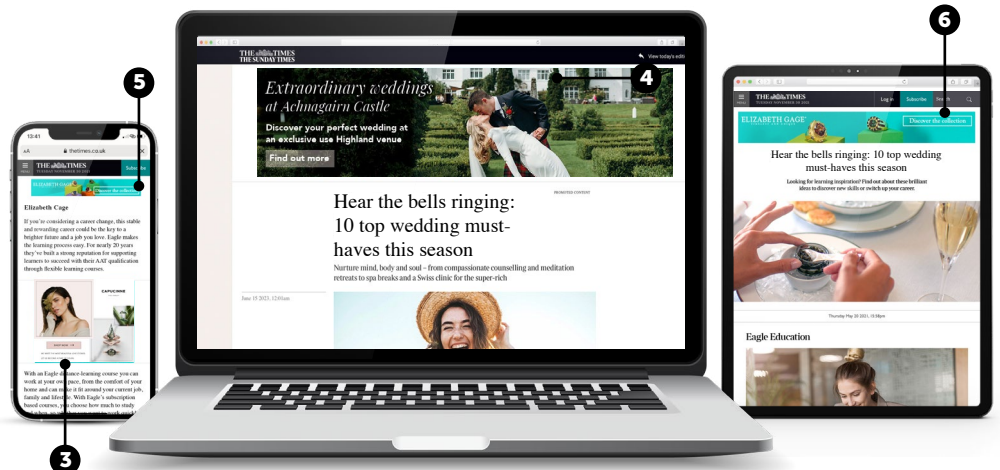
With almost a third of readers in the ABC1 social economic profile, *The Times Online* boasts a wealthy readership who believe it is worth investing more on unique, quality services and products to make their wedding day an unforgettable event.

The **Weddings Checklist** guides couples to a selection of high-quality products and services to help them design every facet of their day, from cakes, dresses, venues, wedding planners and photographers to car hire, DJs, caterers, florists, honeymoon destinations and more.

The **Weddings Checklist** provides the perfect shop window for brands and organisations looking to reach affluent brides and grooms who are willing to spend a little extra to make sure their romantic visions come to life.

PARTICULARLY CONSIDERING

- *Times Online* 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.



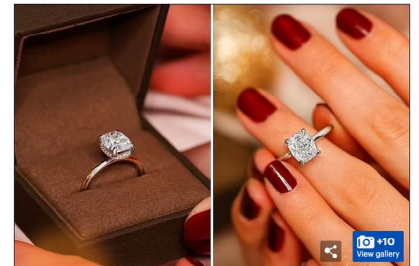
14.4m
monthly unique visitors to *Times Online*

31%
readers are ABC1

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

SPONSORED ARTICLE EXAMPLE

The most romantic time of the year!



Browns specialise in traditional diamonds as well as their all-new Lab Grown Diamond, a gorgeous alternative which takes considerably less energy to produce than digging for the natural kind. Rest assured that you'll still be able to guarantee the origin of your diamond and it will come fully certified as standard. What's more, lab-grown is equally as breathtaking as any other kind of diamond - and they are typically 20-30% cheaper than their natural counterparts!

Discover the huge range of gorgeous engagement rings Browns Family Jewellers have to offer this Christmas. Their concierge team is also able to discuss bespoke requirements to ensure your proposal will be unforgettable.

The Info: [Click here](#) to find out more and use discount code **CHECKLIST** to get a **FREE** pair of aquamarine earrings with any order over £250.

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

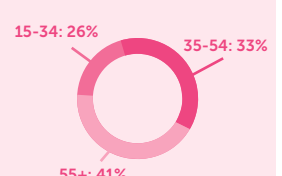
- Published on the *The Times Online* homepage and hosted on the website perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



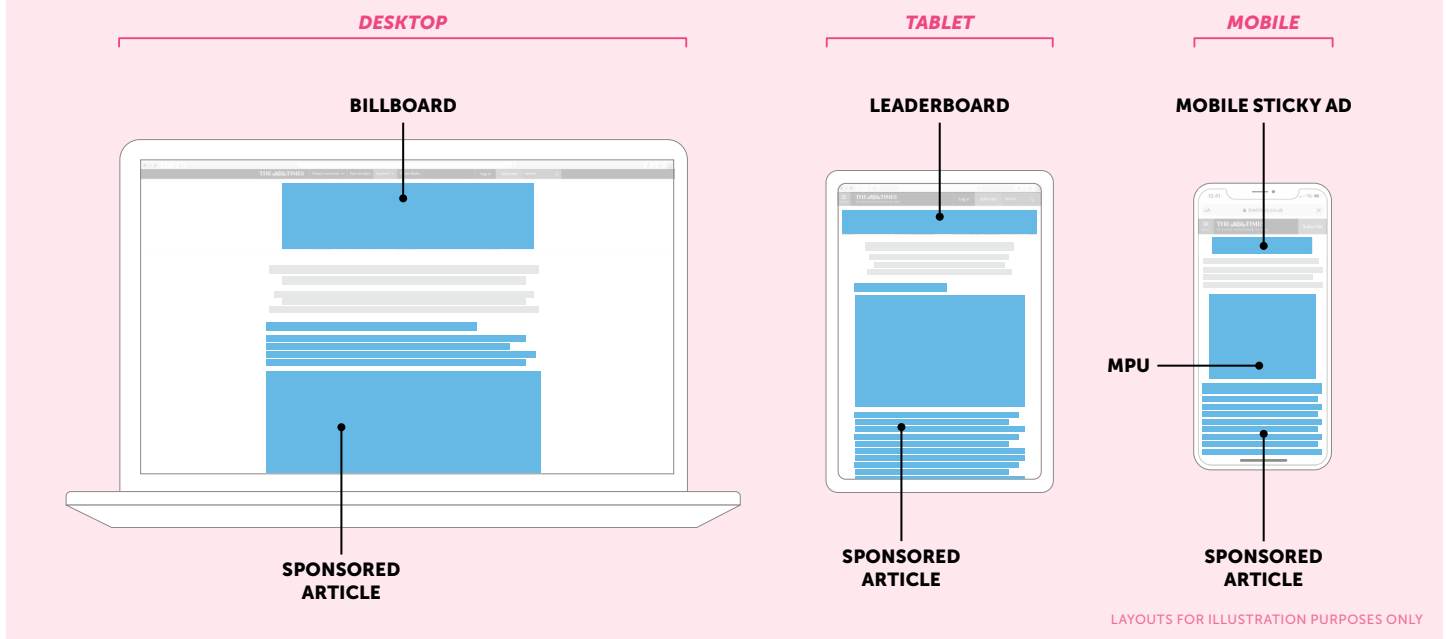
AGE



CLICK HERE TO SEE THE COMPETITION MEDIA PACK

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

- Weddings 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
Company number: 08357910
VAT number: 161866882

MEDIA SALES
Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk
PRODUCTION DEPT.
Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

