

# Best of Motoring

## 10 TOP BRANDS TO KEEP YOU ON THE ROAD

(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

Best of Motoring 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.

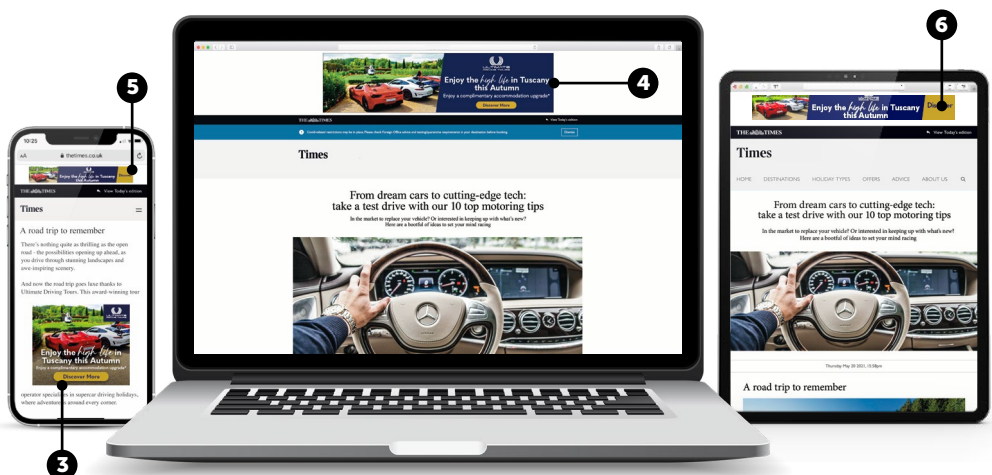
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. Thanks to first-rate content by the some of the most respected motoring journalists, *The Times Online* is the perfect vehicle for showcasing Best of Motoring, which will serve as an essential guide for readers to discover more about the glamorous world of cars.

Curated by an experienced team of *The Times Online* copywriters, Best of Motoring showcases a high-quality selection of 10 top products and services, including classic car auctions, dealerships, insurance and leasing options, maintenance and paint jobs, as well as courses, services and scenic days out.

Best of Motoring is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, an affluent, engaged and influential ABC1 audience, who are highly susceptible and confident in making their buying decisions.

### PARTICULARLY CONSIDERING

- 86% of readers are more likely to have a personal income of over £50,000 per annum
- 1 in 4 have *Times Online* readers have over £50k in savings or investments
- Readers spend on average 26.6 minutes reading *The Times Online*.



### SPONSORED ARTICLE EXAMPLE

#### A road trip to remember



There's nothing quite as thrilling as the open road - the possibilities opening up ahead, as you drive through stunning landscapes and awe-inspiring scenery.

And now the road trip goes luxe thanks to Ultimate Driving Tours. This award-winning tour operator specialises in superior driving holidays, where adventure is around every corner.

This autumn UDT will be hosting a series of fabulous Superstar Tours and Self-Guided Holidays in Provence and Tuscany where guests will drive a series of the world's most exciting cars on planned and tested routes designed to maximise the thrill.

But the excitement doesn't end there.

Each UDT adventure includes unique accommodation (think castles, mountain-top hotels and private villas), fine dining and exclusive experiences you'll never forget.

Plus, MailOnline readers can access an exclusive complimentary upgrade to their tour, when they confirm their experience before August 31st.

So why not set off on a journey of discovery that'll create memories to last a lifetime?

[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

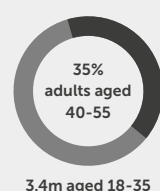
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

#### GENDER

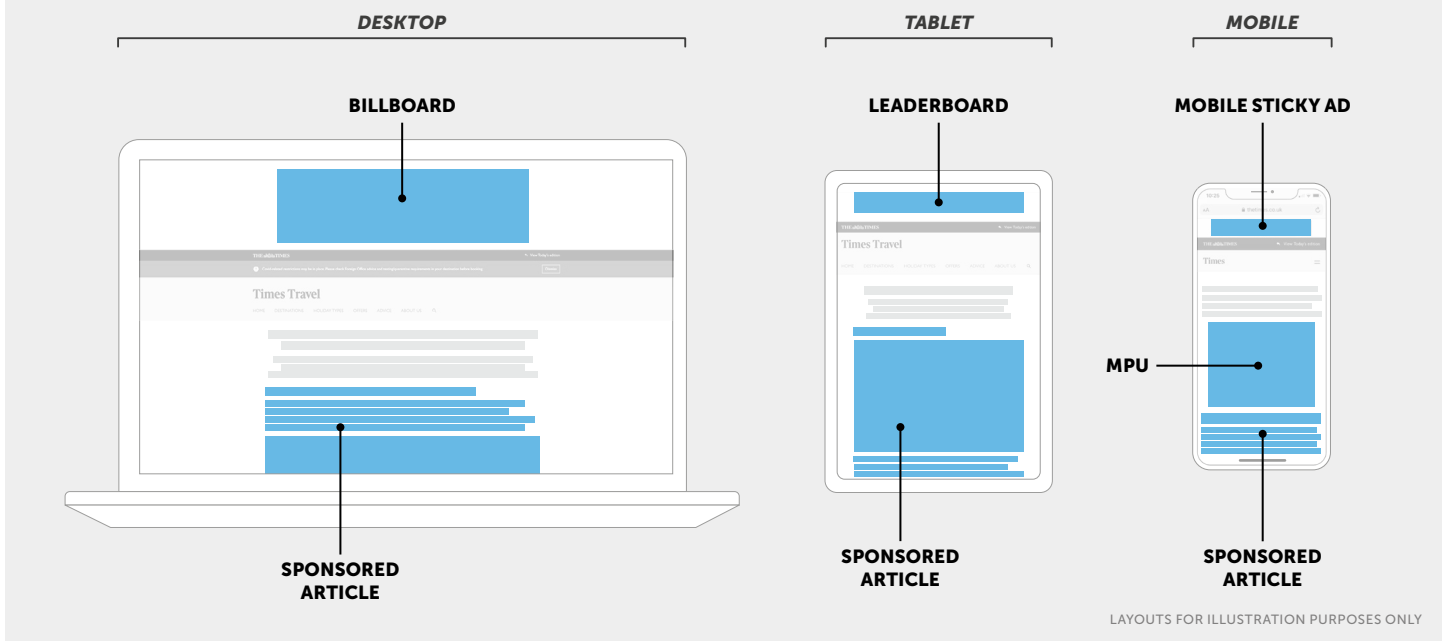


#### AGE



[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

- Best of Motoring 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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