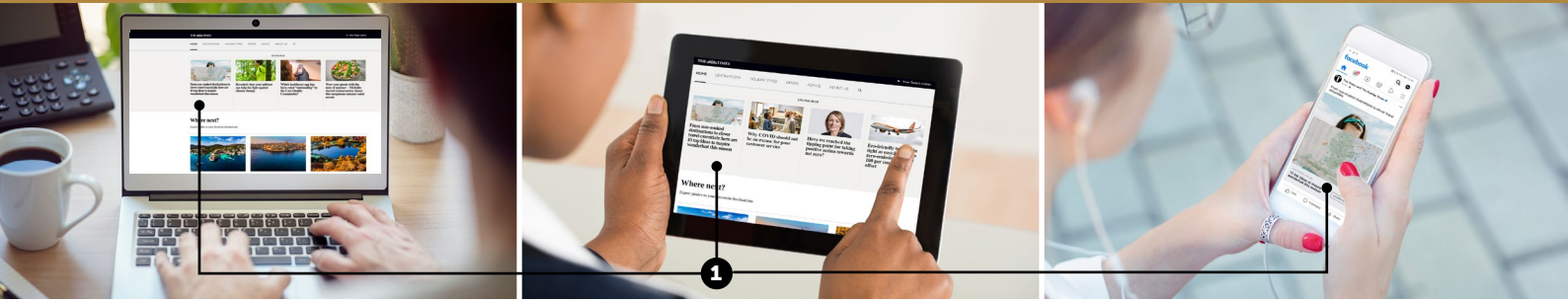


Best of Travel

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

(Eventual title will be chosen by Times Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH THE TIMES ONLINE

Best of Travel 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.

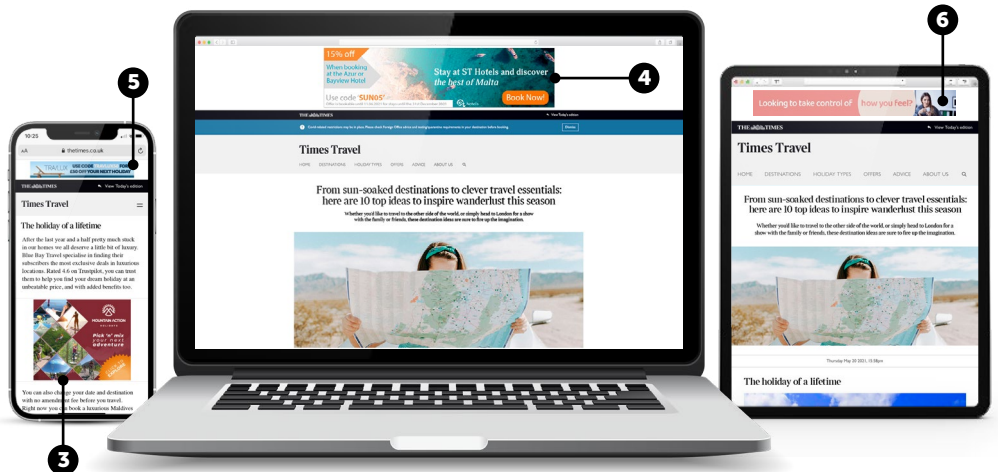
The Times Online reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Best of Travel** therefore serves as the essential guide to help those looking for inspiration for the best holiday destinations.

Curated by an experienced team of *The Times Online* copywriters, **Best of Travel** showcases a high-quality selection of 10 top products and services, including holidays, accommodation, family days out, spa breaks, holiday essentials, theatre and shows, and tourist attractions.

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 travel 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
- 35% of *The Times* readers are already researching their next holiday
- *The Times* readers have an average budget of £3,308 per person for their holidays
- Almost 9 out of 10 of *The Times* readers state that Coronavirus has not affected their holiday budgets.



14.4m
monthly unique visitors to *Times Online*

66%
readers are ABC1

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

SPONSORED ARTICLE EXAMPLE

The holiday of a lifetime



After the last year and a half pretty much stuck in our homes we all deserve a little bit of luxury. Blue Bay Travel specialise in finding their subscribers the most exclusive deals in luxurious locations.

Rated 4.6 on Trustpilot, you can trust them to help you find your dream holiday at an unbeatable price, and with added benefits too. You can also change your date and destination with no amendment fee before you travel.

Right now you can book a luxurious Maldives break for just £1,399 per person, including premium all-inclusive dining, a massage, seaplane transfers, free upgrade to a beach villa and much more. Plus, sign up for their offers on their website and you can get up to £100 off your next holiday.

[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

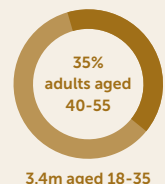
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



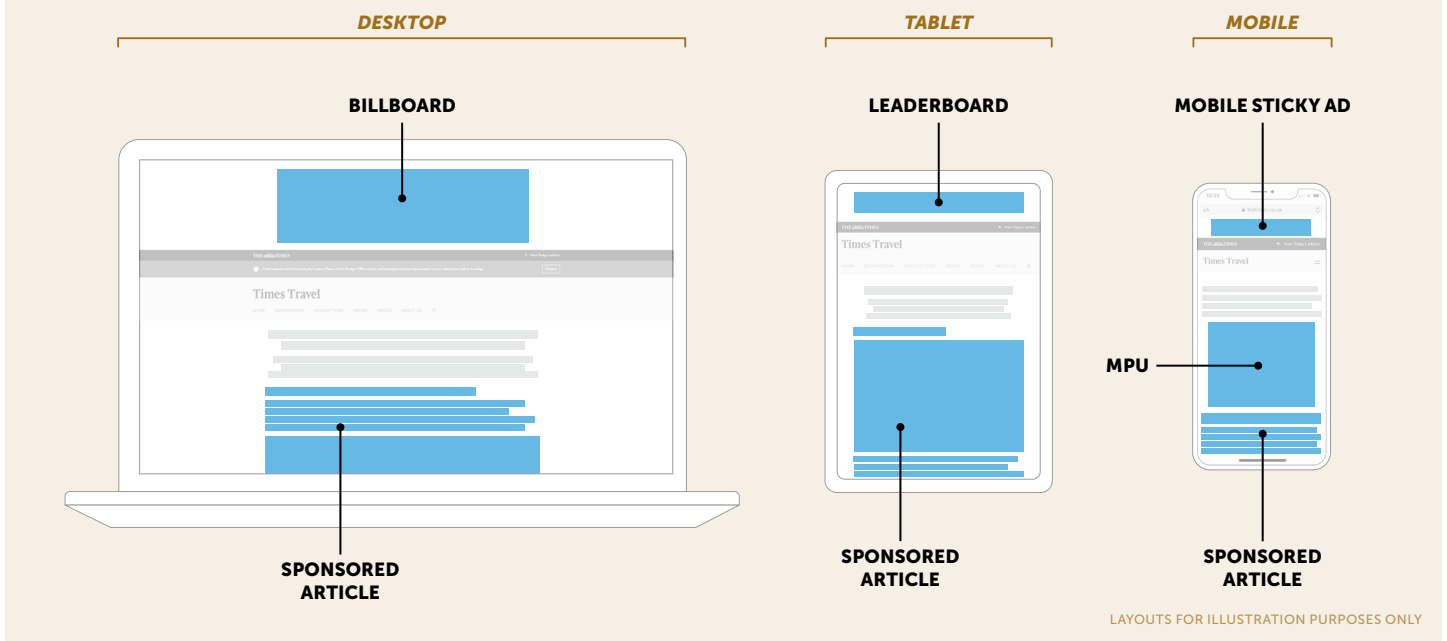
AGE



[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

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

- Best of Travel 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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hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

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