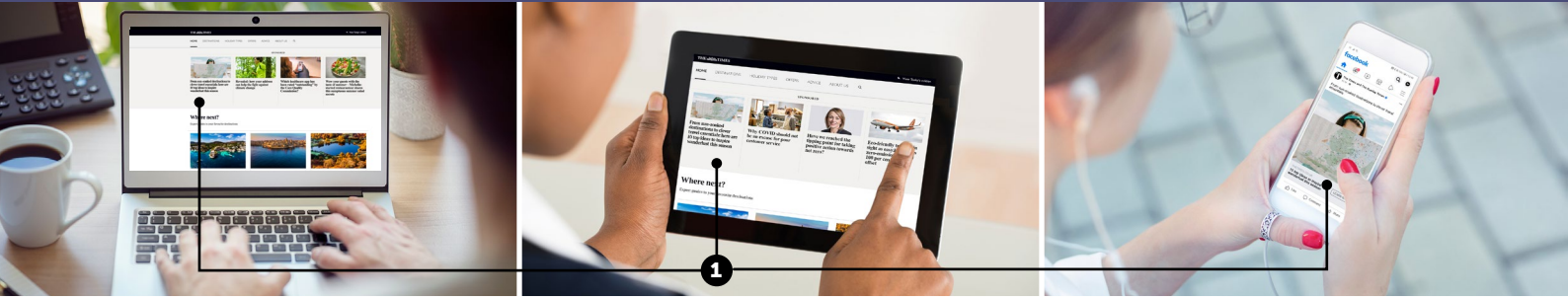


Best of Yachting & Boating

THE WIND IN YOUR SAILS: EMBRACE NEW HORIZONS WITH OUR 10 TOP YACHTING AND BOATING TIPS
(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 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.

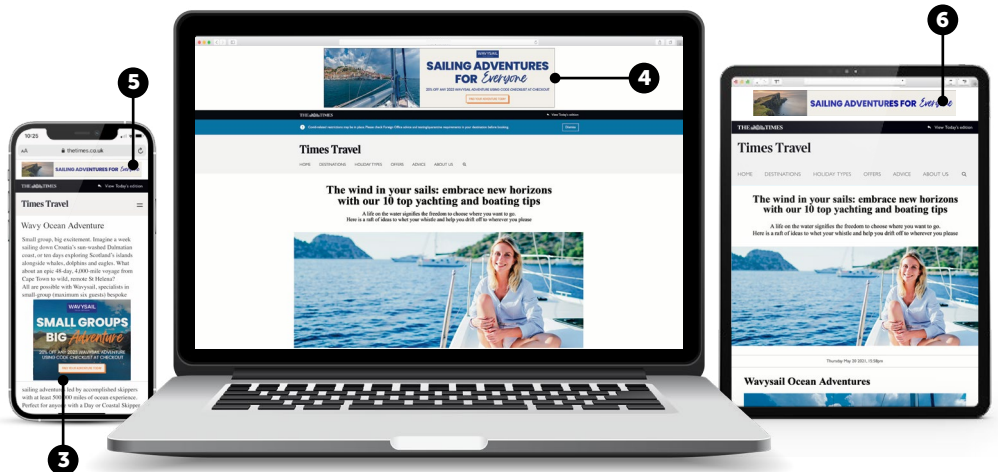
The Times Online reaches an audience of 9.5 million ABC1 readers across their digital platforms. This affluent readership believes it is worth paying extra for quality products and services. Best of Yachting & Boating will therefore serve as an essential guide for readers who are seeking new and exciting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

66%
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

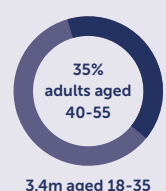
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



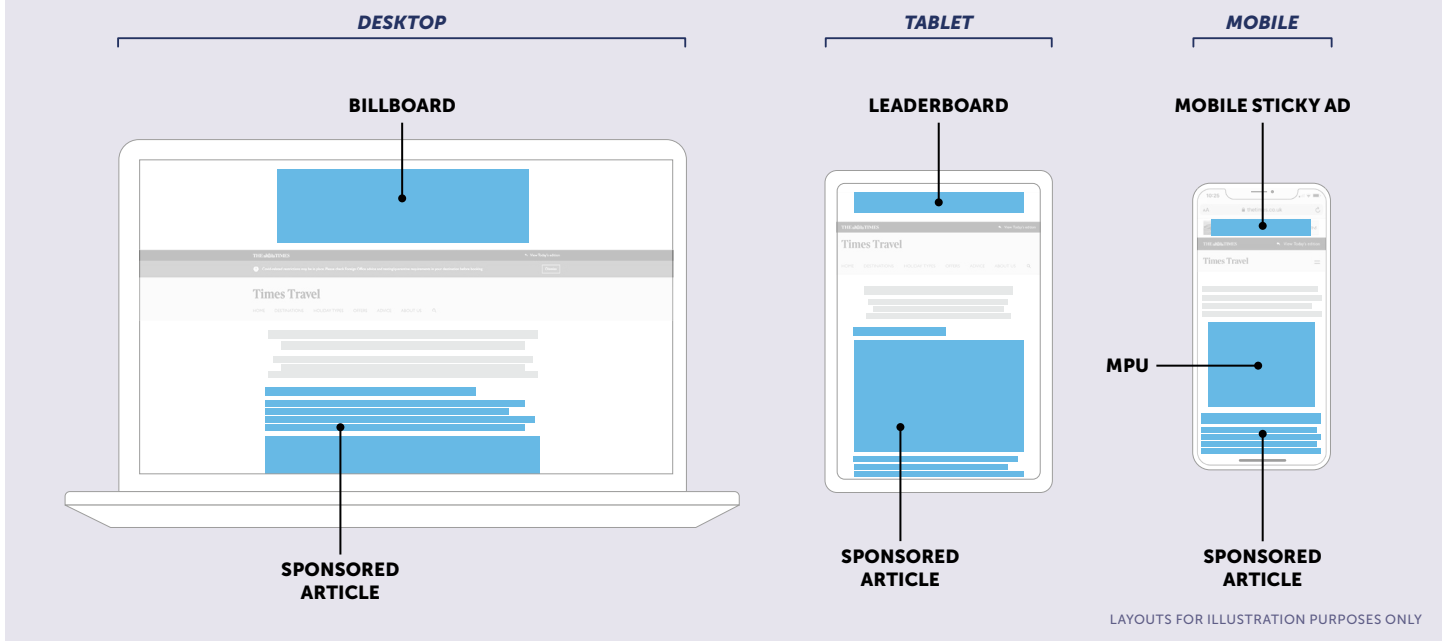
AGE



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 Yachting & Boating 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

