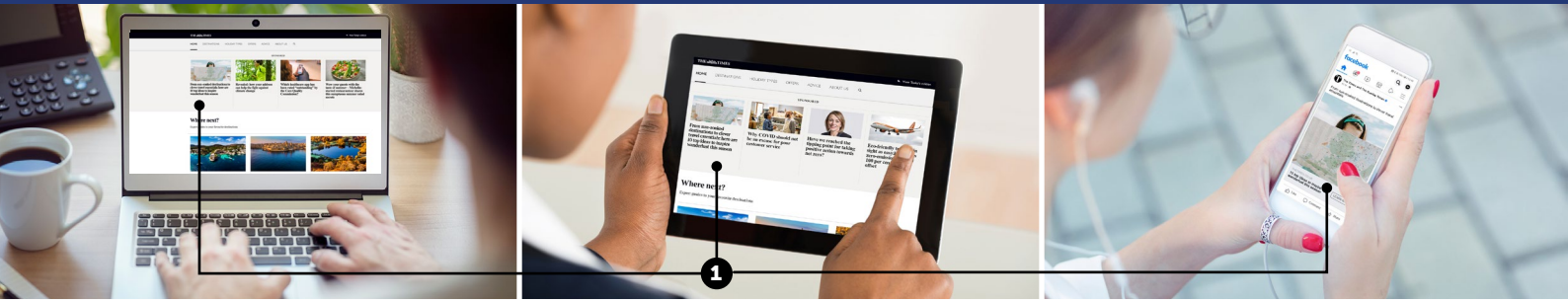


# Charities TOP 10 *checklist*

## 10 TOP WAYS TO MAKE A REAL DIFFERENCE TODAY

(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

Charities Top 10 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.

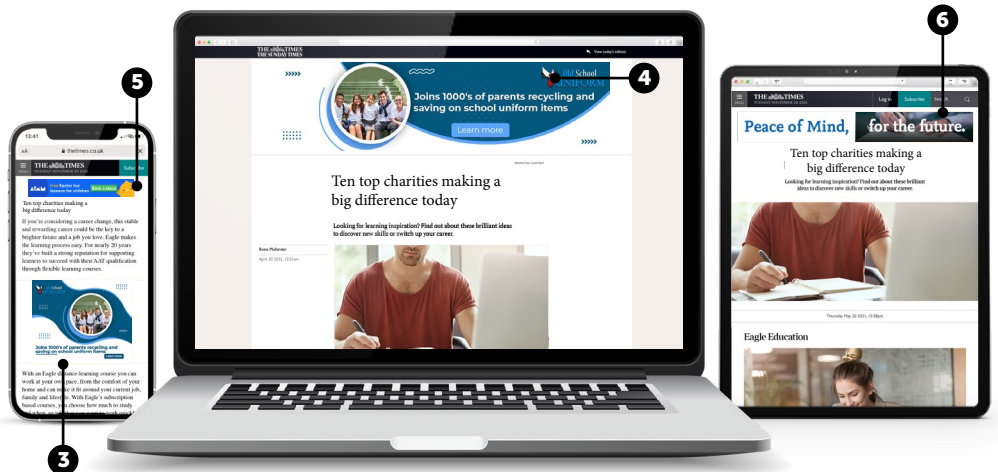
As 66% of *Times* readers are ABC1 social group, the **Charities Top 10 Checklist** will serve as the essential guide for these affluent professionals, providing information on charitable giving, fundraising ideas and how they can make a difference to those in need.

It showcases a selection of charitable trusts and organisations, ranging from children, animals, health, environmental, public service & military, as well as education, housing, arts & culture, poverty relief, elderly and disability

Charities Top 10 Checklist is the perfect shop window for brands and organisations to benefit from the robust editorial environment in *The Times*, and a readership which is highly sympathetic to the cause.

### PARTICULARLY CONSIDERING

- *Times* readers have a mean family income of £55,885
- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- *The Times* readers are twice as likely to have a university degree or doctorate.



**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 Burnside Partnership

The period following the death of a loved one is a difficult time – and can be even more so if there's a dispute over an estate or you're contemplating a will challenge or claim.

The Burnside Partnership is a private-client law firm and tax advisory practice whose team of experienced and award-winning specialists will listen with sympathy to your concerns and help identify the best path forward.

With skills honed through many years' experience advising individuals and families on contentious wills and estates, The Burnside Partnership is known for its proactive, problem-solving approach, and strong and trusted client relationships.

If you're experiencing a dispute and are looking for advice and support, contact Tara McInnes at [tara@burnsidepartnership.com](mailto:tara@burnsidepartnership.com) or on 01868 987781 to discuss your needs.

[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

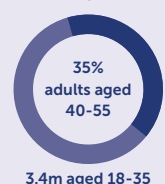
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

#### GENDER

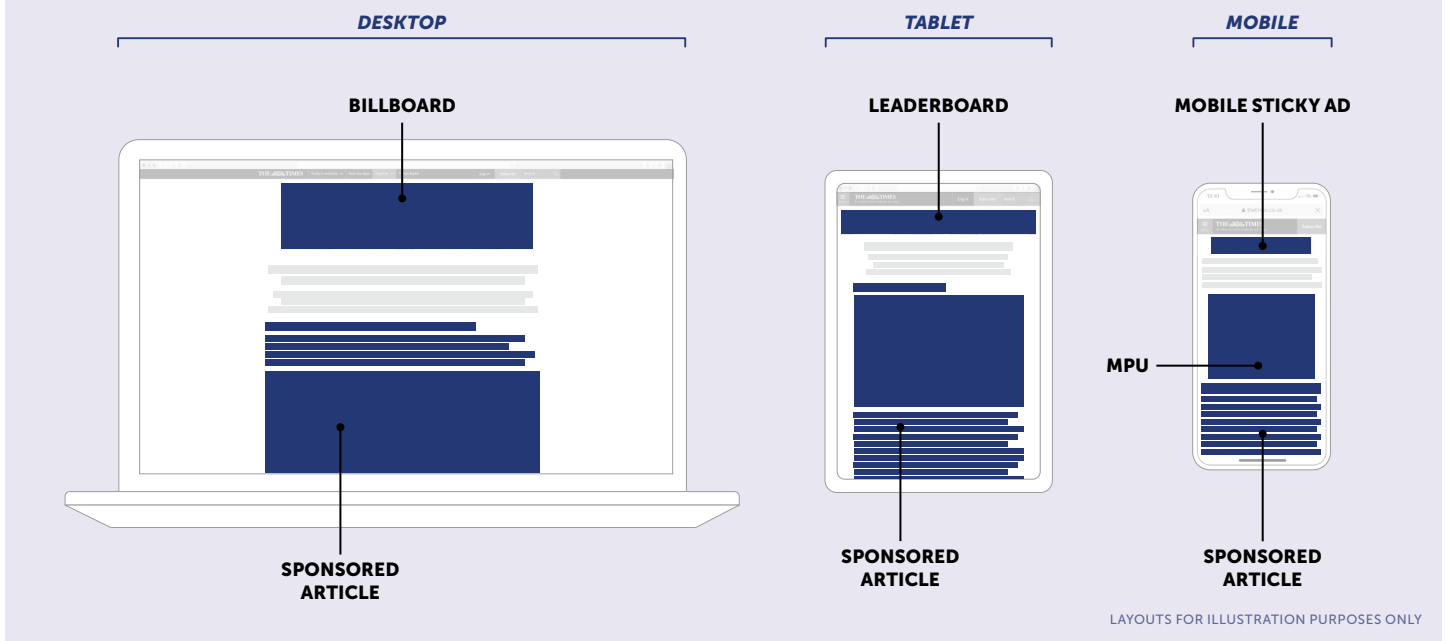


#### AGE



[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

- Charities Top 10 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**  
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1 Phipp Street, London,  
EC2A 4PS

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VAT number: 161866882

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