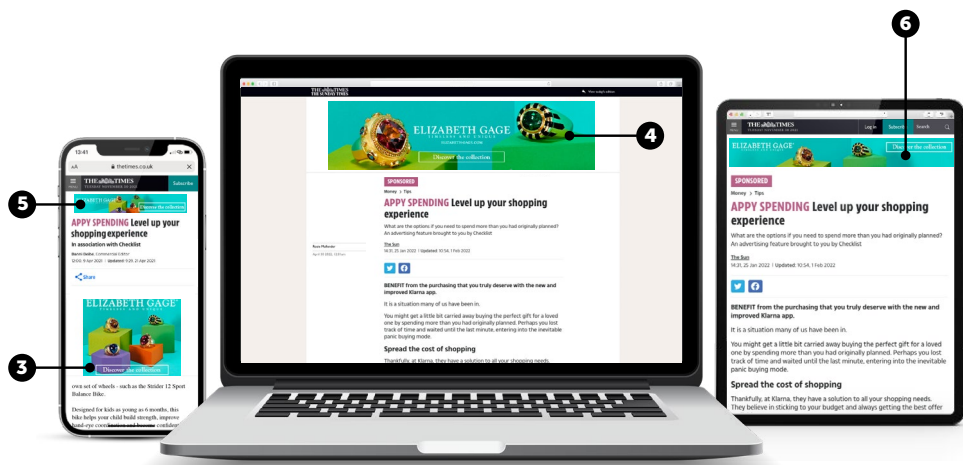


# SOLUS NATIVE FEATURE PUBLISHED WITH THE TIMES ONLINE

PUTTING YOUR BRAND IN THE SPOTLIGHT



A solus native feature with *The Times Online* is your brand's unique sponsored article published on *thetimes.co.uk*. It appears in content relevant locations across the website and selected social media channels by way of 1 million ad-site traffic drivers **1** – the advertorial content is hosted perpetually on the *The Times Online* and includes links for the benefit of one advertising partner.

Written by an experienced team of *The Times Online* copywriters, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article. Featuring as a spotlight advertorial on *thetimes.co.uk* creates the opportunity to appear in the online edition of Britain's most renowned newspaper, and reach their loyal audience. *The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms.

A solus native feature is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, a mass readership, and crucially the gravitas of being featured on one of the most popular news websites.

**14.4m**  
monthly unique visitors to *Times Online*

**66%**  
readers are ABC1

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

## PARTICULARLY CONSIDERING

- *Times* readers have a mean family income of £55,885
- *The Times* reaches the most ABC1 45- to 70-year-old adults of any quality newspaper
- *Times* readers are 63% more likely to buy new products before most of their friends.

## SPONSORED ARTICLE EXAMPLE

SPONSORED

Money > Tips

### APPY SPENDING Level up your shopping experience

What are the options if you need to spend more than you had originally planned? An advertising feature brought to you by Checklist

The Sun

14.31, 25 Jan 2022 | Updated: 10:54, 1 Feb 2022



BENEFIT from the purchasing that you truly deserve with the new and improved Klarna app.

It is a situation many of us have been in.

You might get a little bit carried away buying the perfect gift for a loved one by spending more than you had originally planned. Perhaps you lost track of time and waited until the last minute, entering into the inevitable panic buying mode.

#### Spread the cost of shopping

Thankfully, at Klarna, they have a solution to all your shopping needs. They believe in sticking to your budget and always getting the best offer available.



You can use the Klarna app to spread out your payments

But most importantly they also want to be sure that you gift and get what you love.

As there's truly nothing better than knowing your gift was exactly what the receiver wanted. Have a browse at a huge selection of retailers and spread the cost with interest-free payments using Klarna, making present buying much more manageable.

#### Keep in control of your budget

In addition, the Klarna app lets you set monthly budget limits and shows you a handy tracker of your previous purchases, helping you stay in control of your spending.

So whether you love Klarna or have never shopped with them before, the app is a great starting point for your shopping needs.

#### Stay organised, whatever the occasion

There's so many ways to improve your personalised shopping experience with the all-in-one Klarna app. You can save items to your own shopping wishlist and get notifications when the price drops. Plus, get inspired by Klarna's curated shopping lists or browse the latest deals from brands you love.

#### Keep on track

Thinking about your carbon footprint? You can even track your CO2 emissions as you shop in the app. Plus you can use the app to set a budget, keep track of your spending and reach your goals.

[Click here to download the app and enjoy fun-free shopping.](#)

Disclaimer: Klarna Bank AB (publ) is authorised and regulated by the Swedish Financial Services Authority. Licensed and supervised by the Prudential Regulatory Authority (PRA), subject to regulation by the Financial Conduct Authority (FCA) and limited regulation by the PRA. Details of the Temporary Permission Regime, which allows EEA-based firms to operate in the UK for a limited period while seeking full authorisation, are available on the FCA's website. Please shop responsibly. 36% APR. UK residents only. T&Cs apply. Credit subject to status. Buy it and pay it. All agreements are not FCA regulated.

## RATE CARD

### Sponsored article and banner package £18,750

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
- Each solus article is promoted by way of 1 million ad-site traffic drivers\*
- Available nationwide

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC

ABC1 — 66%

C2DE — 34%

AGE 15-34 — 28%

35-54 — 36%

55+ — 36%

### GENDER

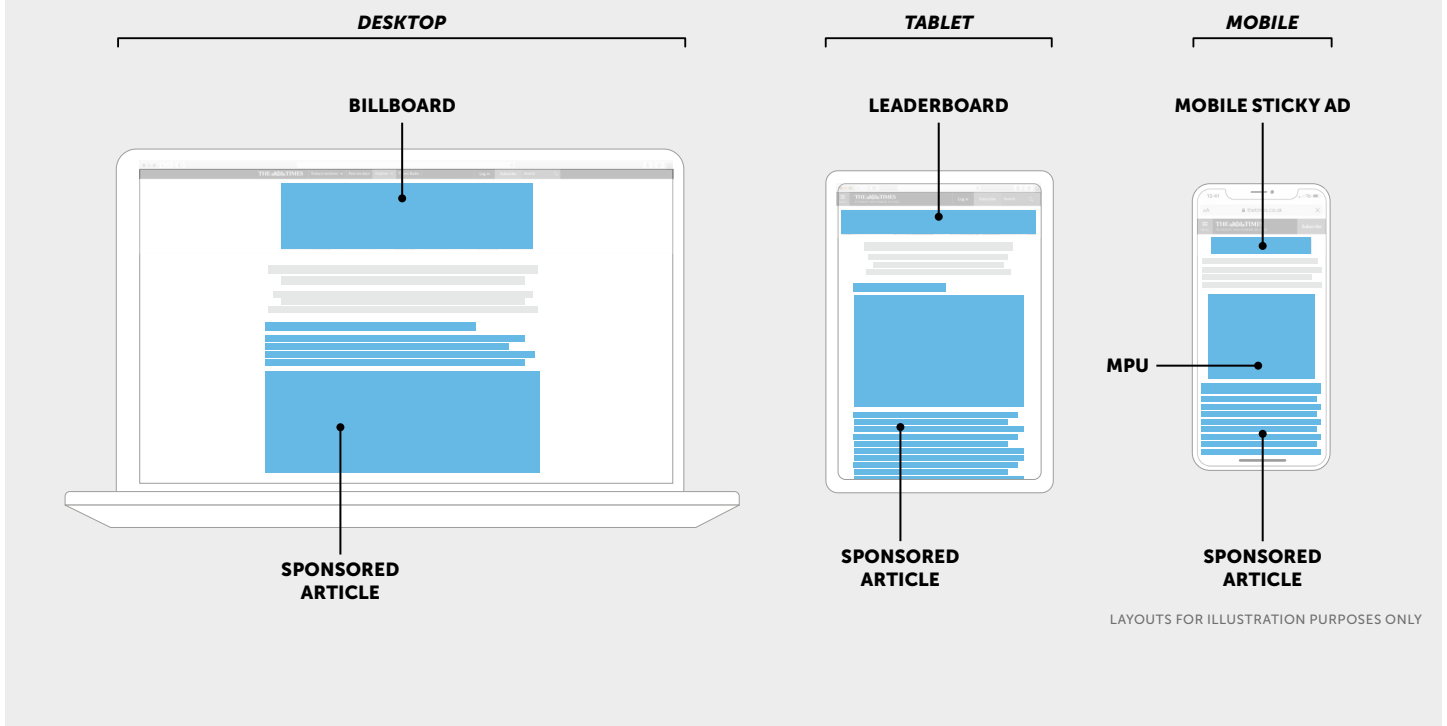
54% ♀

46% ♂

**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:** 500 words
- **Headline:** Written by *TimesOnline*
- **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. You can supply 2-3 images. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

### DISPLAY ADS 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 desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

#### DOUBLE MPU

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 600px (h)

#### RIGHT AND LEFT SKINS\*

\*Skins are optional. If you're supplying your own display ads, let Production know so they can provide the relevant specs and examples.

## 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 PROCESS

- After receiving your content, Hurst Media Company will review and forward to *TimesOnline*.
- Copy for advertorials will be subedited by *TimesOnline*'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

- Checklist takes sole responsibility for the advertorial content that is published on *TimesOnline*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](http://hurstmediacompany.co.uk/hurst-media-advertising-terms).
- 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 *TimesOnline*'s editorial discretion.
- All copy, images, claims and promotions must adhere to the Advertising Standards Authority UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code).

#### CONTACT DETAILS

Hurst Media Company  
1 Phipp Street  
London, EC2A 4PS

Tel: 020 3478 6017

[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

#### MEDIA SALES

Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

#### PRODUCTION DEPT.

Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

