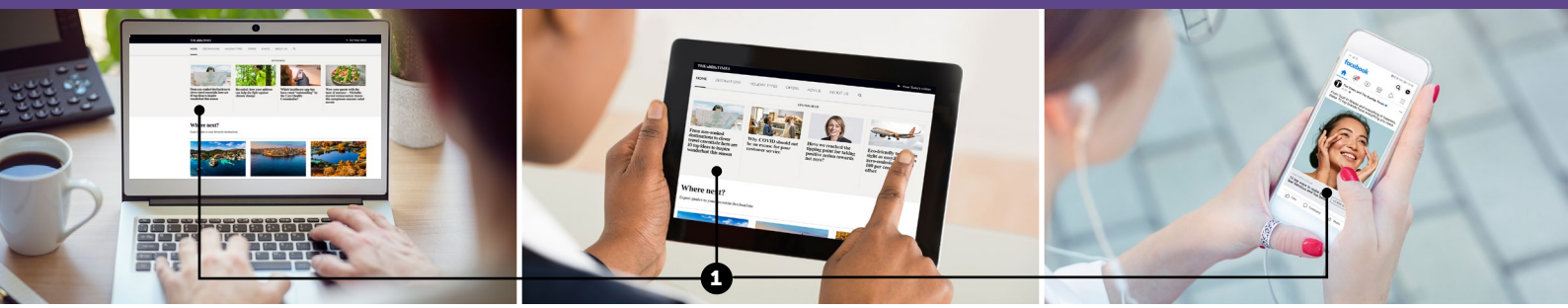
Apps TOP 10 checklist

EVERYTHING AT YOUR FINGERTIPS: HERE ARE 10 TOP APPS THAT CAN MAKE YOUR LIFE EASIER

(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

The Apps 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.

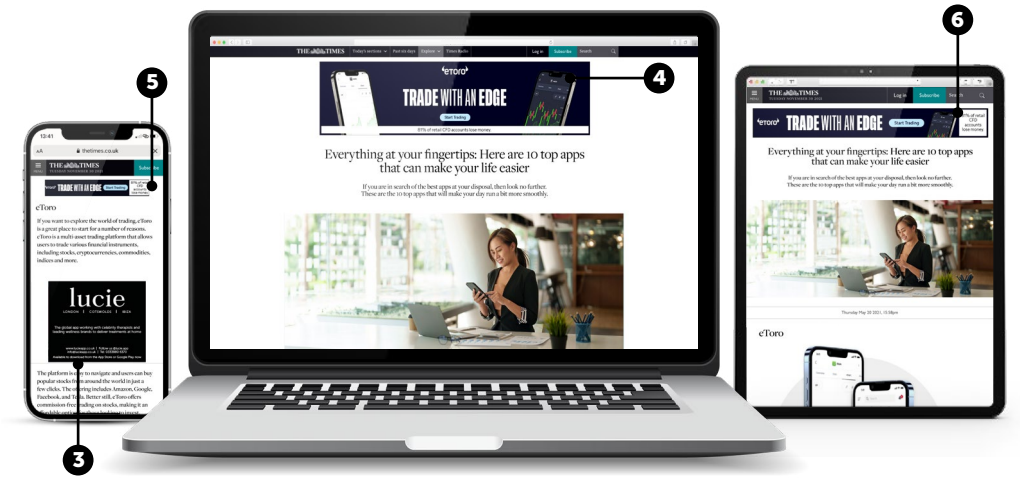
With over 66% of readers in the ABC1 social economic profile, The *Times Online* boasts an affluent readership. This affluent readership believes it is worth paying extra for quality products and services. The Apps Top 10 Checklist will therefore serve as an essential guide for readers who are seeking technology solutions for their lifestyle.

Curated by an experienced team of *The Times Online* copywriters, the Apps Top 10 Checklist showcases a high-quality selection of 10 apps from industries such as travel, health and wellbeing, financial and legal, food and drink, homes and interiors, music, green and ethical, charities and many more.

The Apps Top 10 Checklist is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, an affluent ABC1 audience and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- A total of 66% of *The Times Online* readers are ABC1
- 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*.



14.4m
monthly unique visitors to *Times Online*

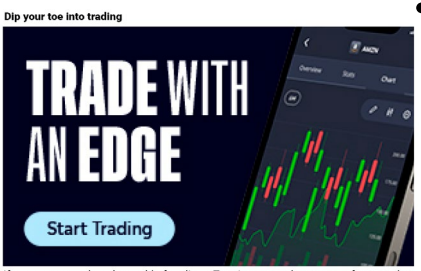
66%
readers are ABC1

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

SPONSORED ARTICLE EXAMPLE

(2)

Dip your toe into trading



If you want to explore the world of trading, eToro is a great place to start for a number of reasons. eToro is a multi-asset trading platform that allows users to trade various financial instruments, including stocks, cryptocurrencies, commodities, indices and more.

The platform is easy to navigate and users can buy popular stocks from around the world in just a few clicks. The offering includes Amazon, Google, Facebook, and Tesla. Better still, eToro offers commission-free trading on stocks, making it an affordable option for those looking to invest.

In terms of cryptocurrency, eToro has a variety of options for users to trade, including Bitcoin, Ethereum, and XRP. As with stocks, users can easily search for these cryptocurrencies on the platform and make trades. There's also a crypto wallet for users to securely store their digital assets.

Another useful feature is eToro's unique copy trading option, which allows users to copy the trades of experienced investors. This is handy for beginners, as well as those who simply don't have the time to research and analyse the markets.

The info: Click **here** to start investing.

CLICK HERE TO SEE A LIVE TIMES ONLINE 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

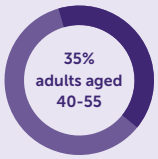
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER

54% 46%

AGE



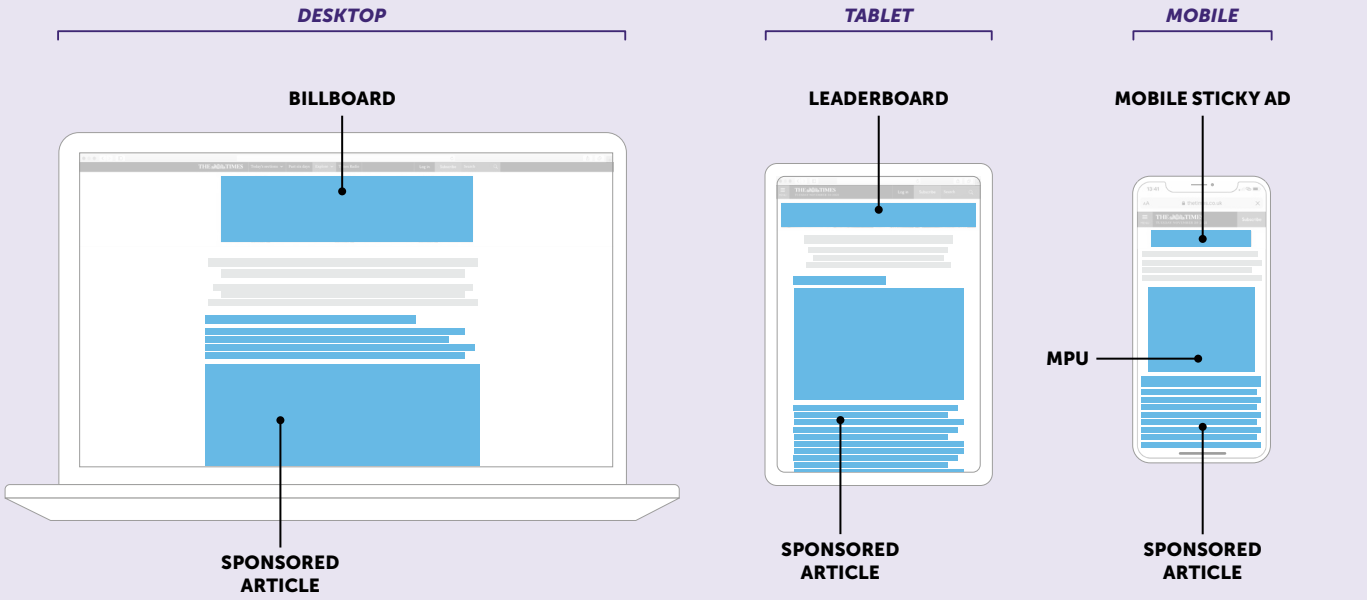
3.4m aged 18-35

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

Sources: News UK
Last updated: Apr'22

All ad-site drivers are dictated by Times algorithms, promoted at News UK's discretion

ADVERTISING POSITIONS



LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

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

- Apps 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.

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