

Education TOP 10 checklist ☒ BACK-TO-SCHOOL EDITION

10 TIPS TO PREPARE YOUR KIDS FOR THE UPCOMING SCHOOL YEAR

(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

Education Top 10 Checklist – Back-to-School Edition 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.

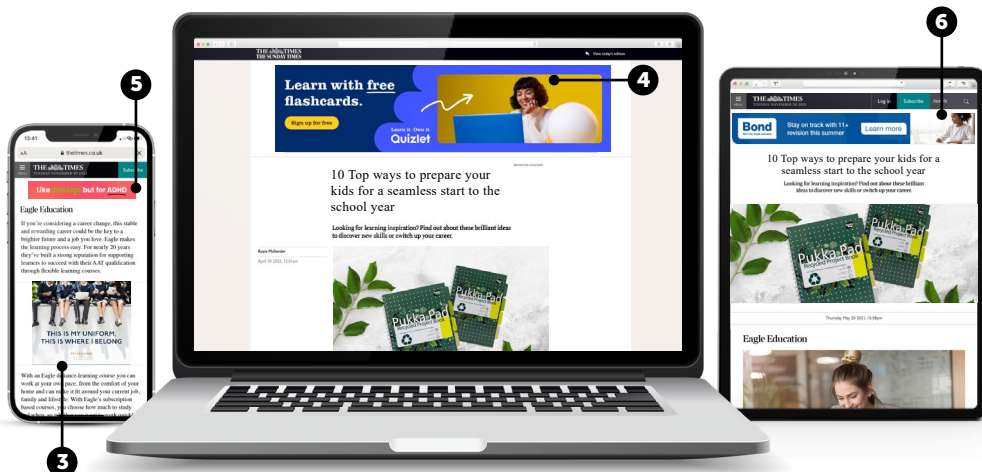
With a definitive ranking of the highest achieving 2,000 schools in *The Sunday Times Schools Guide*, *The Times* is renowned for its expert commentary on education. **Education Top 10 Checklist – Back-to-School Edition** will serve as an essential guide for parents looking to make the best choices available for their children.

This installment will showcase a high-quality selection of back-to-school essentials, including the best pre-schools to secondary schools, notebooks, educational apps, tutoring options, boarding schools, backpacks, clothing, as well as lunchboxes, distance learning and more.

Education Top 10 Checklist – Back-to-School Edition is the perfect shop window for brands and organisations to benefit from a time when life-changing decisions are made, and an affluent, educated audience.

PARTICULARLY CONSIDERING

- *Times* readers have a mean family income of £55,885
- 140,000 *The Times* readers are currently employed in the education industry
- *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



Strider

Is your teeny tiny toddler DESPERATE to get out and explore?

Keeping little ones active as they grow provides a great foundation for them to excel and thrive in life. And one of the most exciting ways to get them out and about more is to give them their own set of wheels – such as the Strider 12 Sport Balance Bike.

Designed for kids as young as 6 months, this bike helps your child build strength, improve hand-eye coordination and become confident in exploring their surroundings (and it's a great way to burn off all that pent up energy they have...). All this before they're even out of their nappies!

The Strider balance bikes and the Strider rocking base are a great alternative to baby bouncers and strollers, and give your little one a taste of independence. All bikes in the range are sturdy and built to last, so they'll make the perfect sidekick to whatever your toddler gets up to wherever that will be.

Buy online at striderbikes.co.uk

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

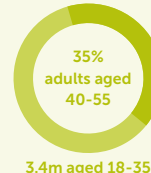
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER

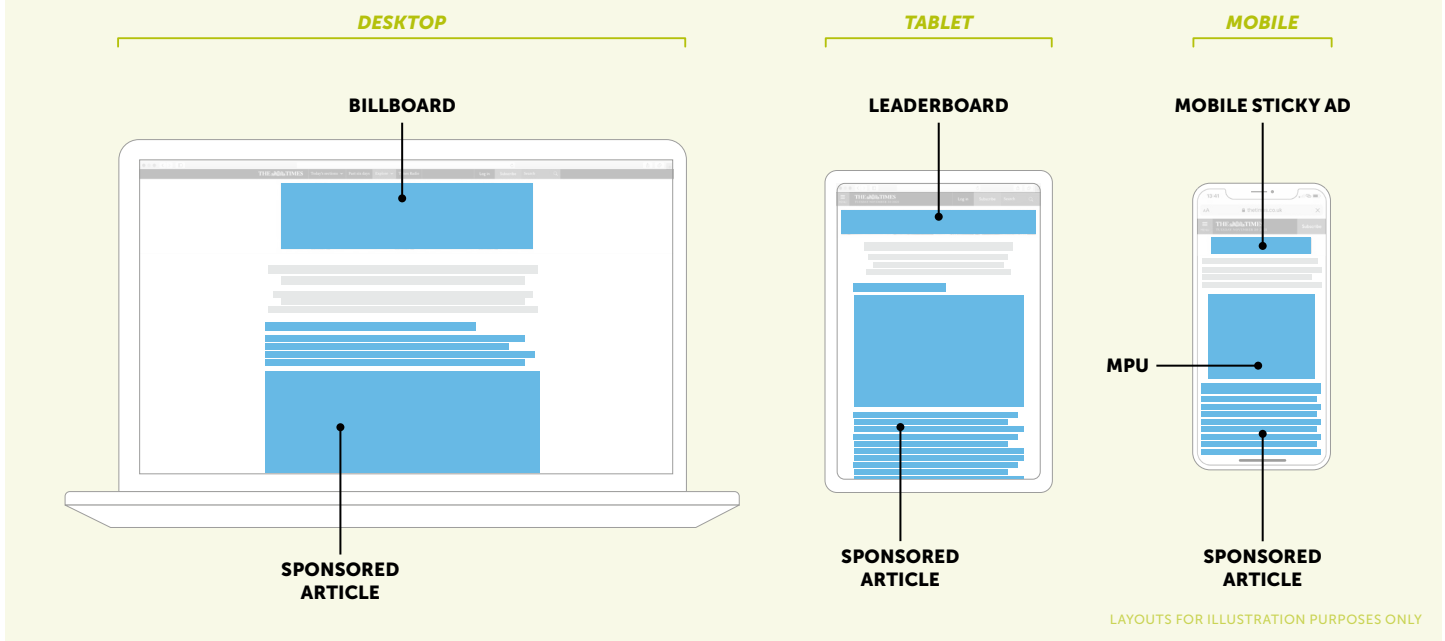


AGE



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

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

- Education Top 10 Checklist – Back-to-School Edition 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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