

Travel: Caribbean TOP 10 *checklist* ✓

GIVE IN TO YOUR WANDERLUST WITH 10 TOP BRANDS TO MAKE YOUR NEXT TRIP TO THE CARIBBEAN ONE TO REMEMBER

(Eventual title will be chosen by Times Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH THE TIMES ONLINE

Travel: Caribbean 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.

The Times Online reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Travel: Caribbean Top 10 Checklist** therefore serves as the essential guide to help those looking for inspiration for their next trip to the Caribbean, whether it's a beach escape or island-hopping adventure.

Curated by an experienced team of *The Times Online* copywriters, **Travel: Caribbean Top 10 Checklist** showcases a high-quality selection of 10 top highlights of the Caribbean, ranging from destinations, hotels and resorts, tour operators, unique experiences, airlines, restaurants, sailing charters and more – this is the space to promote the best that the Caribbean has to offer.

Travel: Caribbean Top 10 Checklist 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 holidays and travel, and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- 72% of *The Times* readers are looking forward to a holiday
- 35% of *The Times* readers are already researching their next holiday
- *The Times* readers have an average budget of £3,308 per person for their holidays



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

Grand Bahama Island



Just 55 miles from Florida, Grand Bahama offers adventure, relaxation and cultural immersion. Swim with dolphins in crystal clear waters, explore coral reefs that team with tropical fish or simply unwind on one of the island's 44 white sand beaches.

Looking for R&R? You can get a massage by the ocean, take a romantic sunset catamaran cruise and gather around a bonfire under the stars. For dinner, venture to West End, a charming fishing town, for authentic flavours of the Bahamas – whole fried lobster, fluffy pan-fried cakes and tangy pickled conch salad.

At the island's eastern tip, explore one of the world's largest underwater cave systems. It's home to more than 30 dive sites, with sharks and shipwrecks. In the heart of Grand Bahama, discover a vibrant city centre for shopping, dining, resorts and spas to suit all budgets.

There's a wealth of great festivals too, including January's Junkanoo parade – a celebration of Bahamian culture – and the Grand Bahama Island Restaurant Fest in August.

Discover all the reasons to love Grand Bahama Island at grandbahamavacations.com

[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

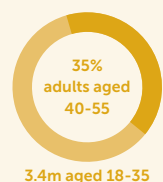
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



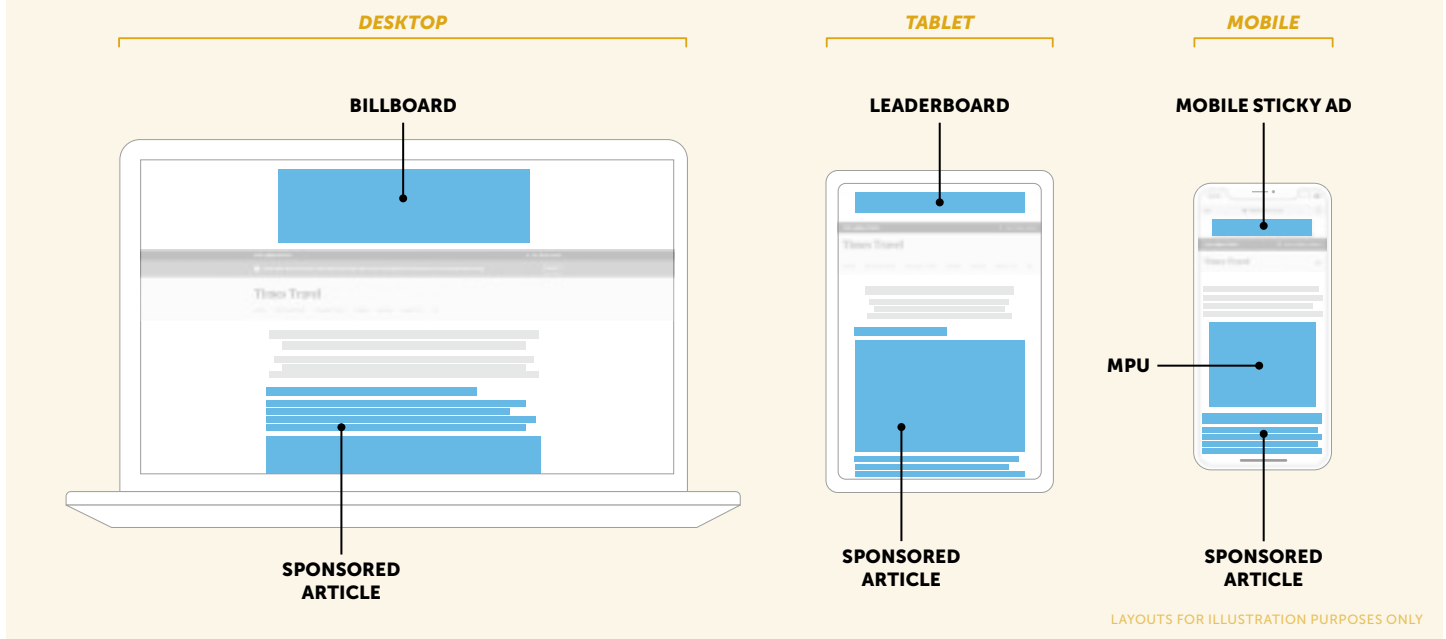
AGE



[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

- Travel 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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