

Event Planning TOP 10 *checklist*

ELEVATE YOUR EVENT: TAKE THE STRESS OUT OF EVENT PLANNING WITH THE HELPING HAND OF THESE TOP 10 COMPANIES
(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 **Event Planning Top 10 Checklist** is a native feature of 10 sponsored articles published on *TimesOnline*. 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 *TimesOnline* and includes individual links for the benefit of all 10 advertising partners.

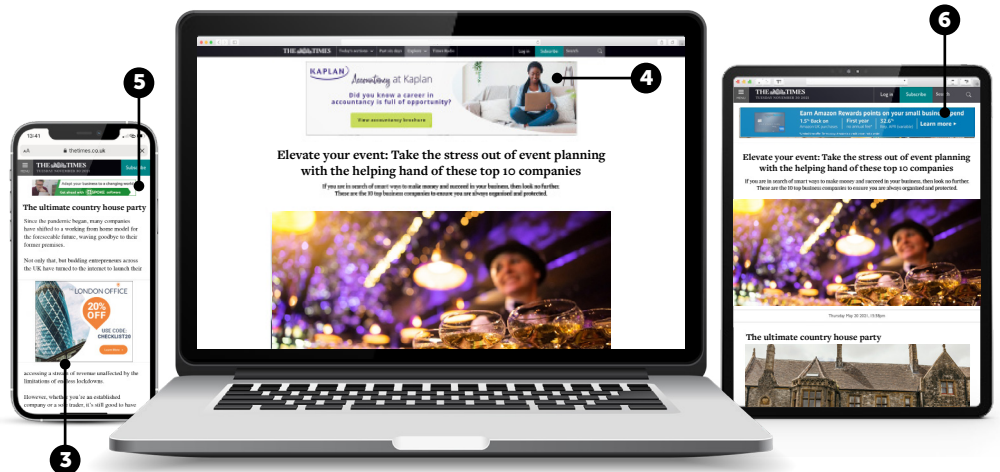
With over 66% of readers in the ABC1 social economic profile, *TimesOnline* boasts a wealthy readership. The **Event Planning Top 10 Checklist** will serve as the essential guide for quality product inspiration and is an excellent opportunity to reach this more affluent audience.

Curated by an experienced team of the *TimesOnline* copywriters, the **Event Planning Top 10 Checklist** showcases a high-quality selection of 10 products and services including everything from party planners, cakes, venues, and photographers to car hire, DJs, caterers, florists and more.

The **Event Planning Top 10 Checklist** is the perfect shop window for brands and organisations looking to benefit from *TimesOnline*'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

- Times readers have a mean family income of £55,885
- Over 70% of readers believe it is worth paying extra for quality goods
- Around 39% of readers agree that they tend to go for premium brands



14.4m
monthly unique visitors to *TimesOnline*

66%
readers are ABC1

26m
is the average time spent reading *TimesOnline*

SPONSORED ARTICLE EXAMPLE



The ultimate country house party

Huntsham Court is a completely exclusive-use private estate for you to take over, whatever the occasion.

The magnificent and vast mansion sits in beautiful grounds amidst the rolling countryside in Devon. Inside, a stunning collection of adaptable reception rooms are warm, welcoming, and present a rarely-found relaxed glamour. Its 42 elegant, inviting bedrooms and suites mean up to 100 guests can enjoy a really special stay.

There is no corkage or hidden fees. Use either the venue's fantastic network of local suppliers (from Michelin chefs to festival-style food trucks) or bring your own caterers or staff. A team of in-house, experienced event planners are on hand to help as little or as much as you require.

Huntsham Court is your number one venue to host the ultimate party, wedding or a gathering in 2025 and beyond.

[Click here to find out more.](#)

[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

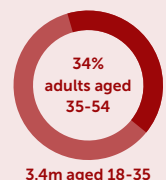
- Published in content relevant areas and hosted on the *TimesOnline* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



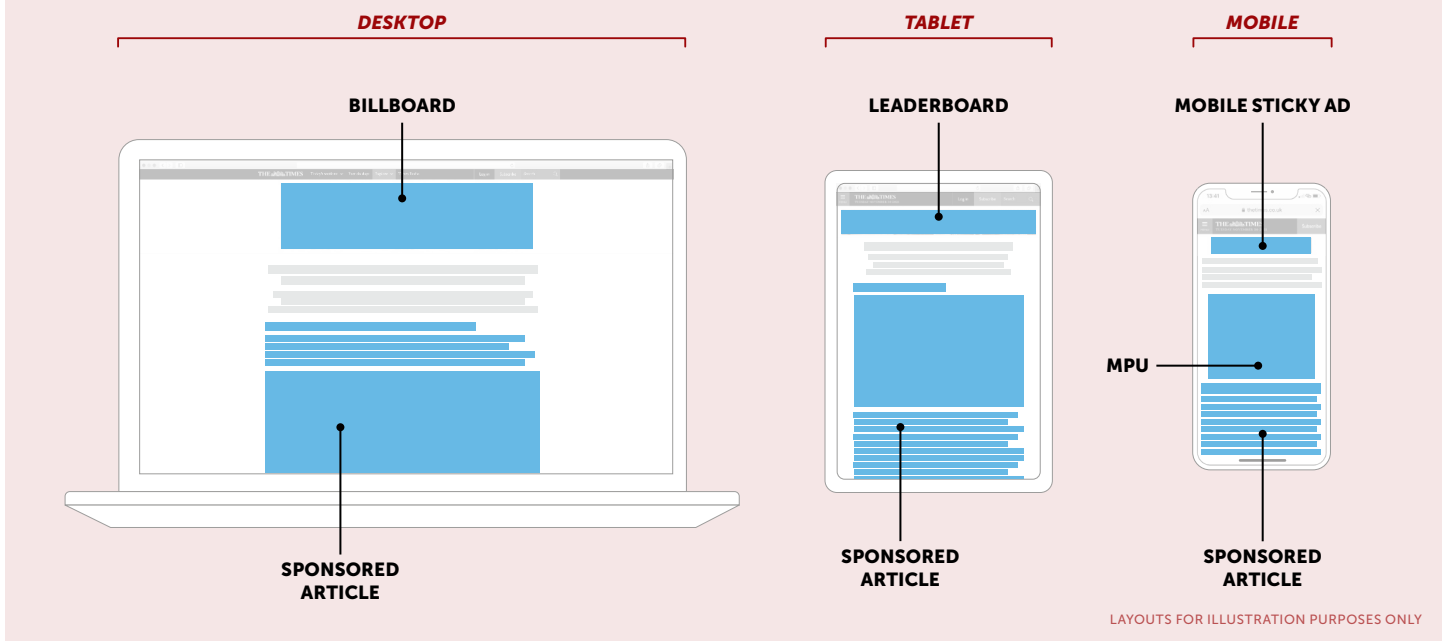
AGE



[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 *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. 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 *TimesOnline*.
- Copy for advertorial features 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

- The Business Top 10 Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *TimesOnline*.
- 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 *TimesOnline*'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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