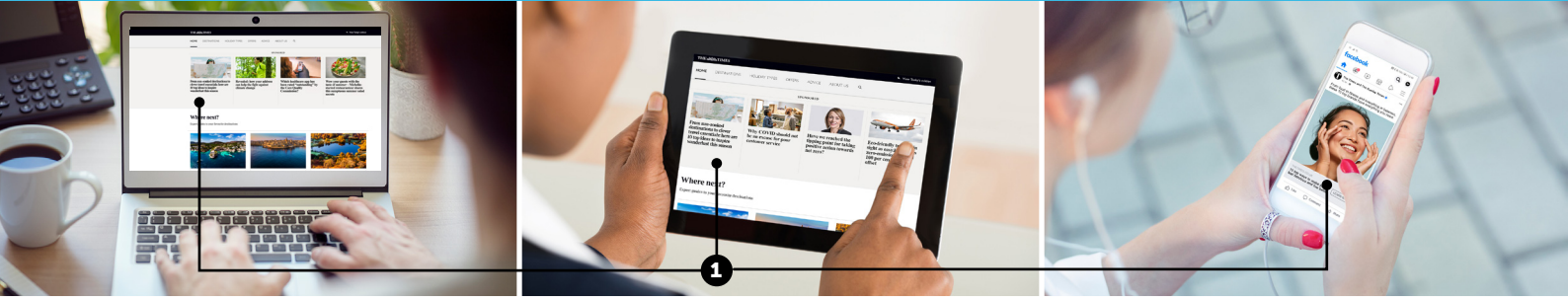


Homes and Gardens *checklist*

10 TOP INSPIRATIONS FOR THOSE LOOKING TO LIVE A HAPPY, HEALTHIER AND FULFILLING LIFE AT HOME
 (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 ON WEDNESDAYS

The **Homes & Gardens 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.

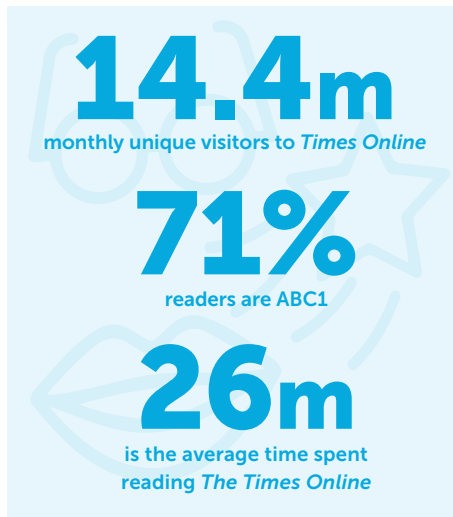
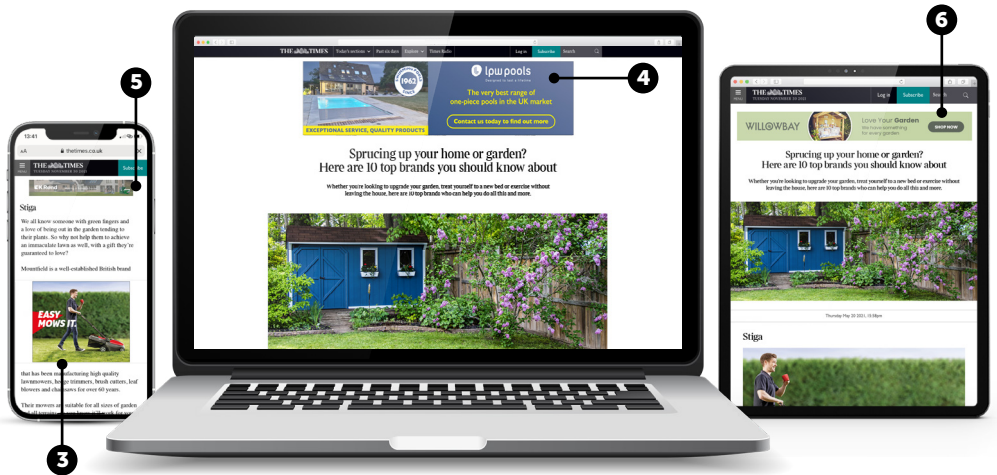
The *Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. **Homes & Gardens Checklist** therefore serves as the essential guide for readers on ways to live a happy, healthier and fulfilling life at home and in the garden by keeping the entire family entertained both indoors and out.

Curated by an experienced team of *The Times Online* copywriters, **Homes & Gardens Checklist** showcases a high-quality selection of 10 products and services. This includes home learning, food delivery, entertainment, al fresco dining, DIY, interiors inspiration and gardening must haves.


Homes & Gardens 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

- *Times* readers have a mean family income of £55,885
- In the next 12 months, *Times* readers are 28% more likely to buy or sell their property
- Approximately 119,000 *Times* readers have invested in a holiday home



SPONSORED ARTICLE EXAMPLE **2**



Stiga

We all know someone with green fingers and a love of being out in the garden tending to their plants. So why not help them to achieve an immaculate lawn as well, with a gift they're guaranteed to love?

Mountfield is a well-established British brand that has been manufacturing high quality lawnmowers, hedge trimmers, brush cutters, leaf blowers and chainsaws for over 60 years.

Their mowers are suitable for all sizes of garden and all terrains, so you know it'll work for your gardening loved one.

And for the ultimate in modern mowing, treat them to the Mountfield Cordless Lawnmower. Quiet, lightweight and with an awkward cable they're designed to make mowing easy and efficient.

And with prices starting at just £149, it really is the gift that will keep on giving, season after season.

[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 on the *The Times Online* homepage and hosted on the website perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER

F 54%
M 46%

AGE

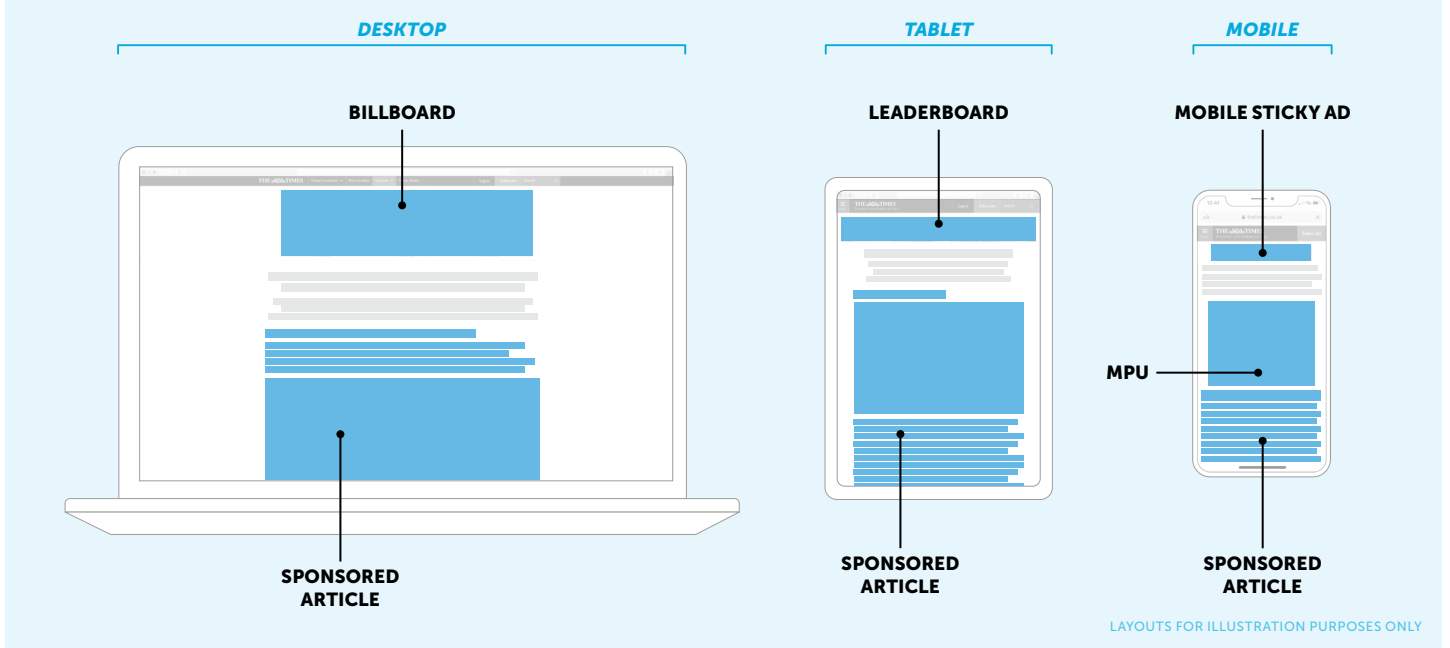
35% adults aged 40-55

3.4m aged 18-35

[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

- Homes & Gardens 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](#).

CONTACT DETAILS
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