

# Family *checklist*

**IT'S TIME TO FOCUS ON THE FAMILY: HERE ARE 10 TOP IDEAS THAT'LL MAKE LIFE JUST THAT BIT 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 ON WEDNESDAYS

**Family 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.

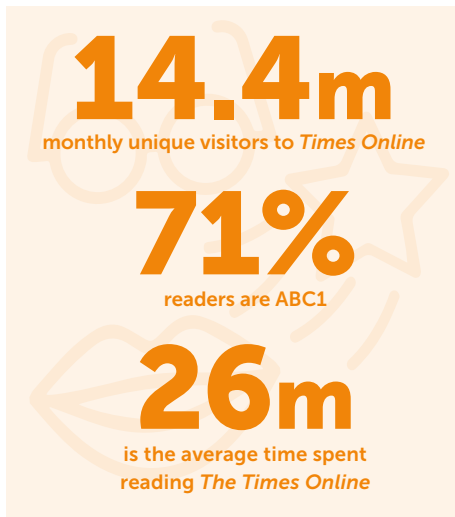
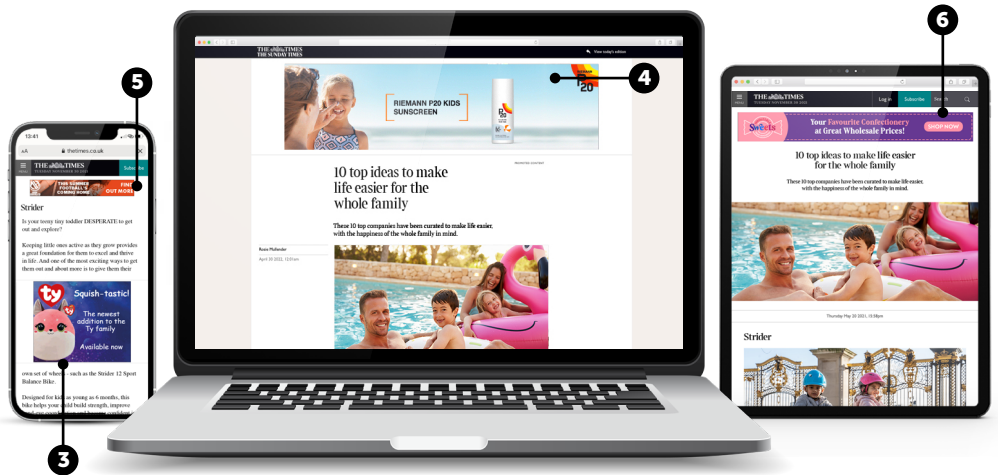
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. **Family Checklist** serves as the essential guide to help parents make the best choices available for their children and loved ones.

Curated by an experienced team of *The Times Online* copywriters, **Family Checklist** showcases a high-quality selection of 10 products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and finances.


**Family Checklist** is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, a mass readership who are looking for new products to try, and crucially the gravitas of being featured on one of the world's most visited websites.

### PARTICULARLY CONSIDERING

- *Times* readers have a mean family income of £55,885
- *Times Online* readers spend an average of £79.95 on a grocery shop
- *The Times* reaches the most ABC1 45-to 70-year-old adults of any quality newspaper.



### 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 diapers!

The Strider balance bikes and the Strider rocking base are a great alternative to baby regains 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](http://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 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**

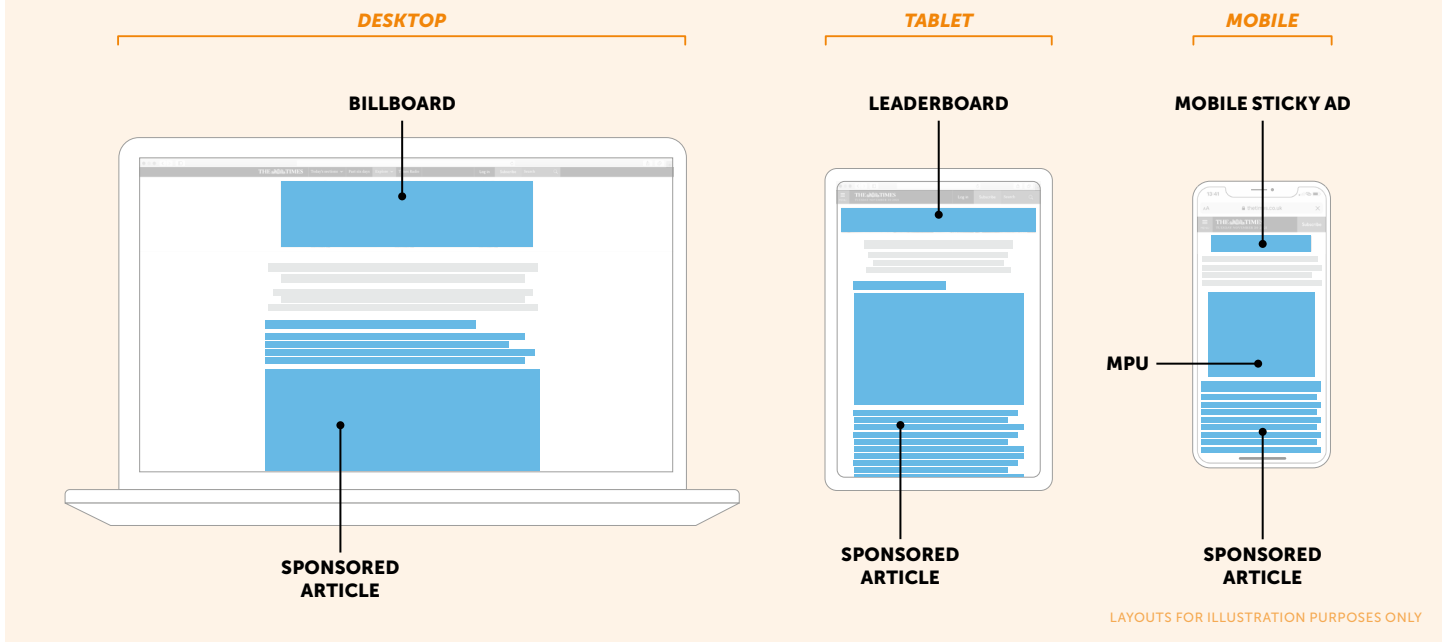
35% adults aged 40-55

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](mailto: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

- Family 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**  
Hurst Media Company  
1 Phipp Street, London,  
EC2A 4PS

Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

**MEDIA SALES**  
Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)  
**PRODUCTION DEPT.**  
Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

