

Christmas TOP 10 *checklist* ✓

LOOKING FOR CHRISTMAS INSPIRATION? THESE ARE THE TOP 10 BRANDS THAT WILL GET YOU INTO THE FESTIVE SPIRIT

(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

iab.europe

Christmas Top 10 Checklist is a native feature of ten 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 ten advertising partners.

The Times Online reaches an audience of 9.5 million ABC1 readers across its digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Christmas Top 10 Checklist** therefore serves as the essential guide to help those looking for inspiration for the festive season

Curated by an experienced team of *The Times Online* copywriters, **Christmas Top 10 Checklist** showcases a high-quality selection of ten top products and services, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts and celebratory tipples to decorations, winter fashion and seasonal travel options and more.

Christmas 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 and crucially the gravitas of being featured on one of the UK's most popular news websites.

PARTICULARLY CONSIDERING

- Readers of *The Times* readers are 25% more likely to mention ads when they talk about brands
- *Times* readers have a mean family income of £55,885
- 66% of *Times* readers are in the ABC1 social group.



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



Bottega Spa

When you're hosting alfresco, there are few things more enticing than greeting your guests with a glass of something chilled and sparkling. Bottega Gold is a Prosecco Doc Spumante Brut with a fresh flavour and a dry, fruity aftertaste, making an ideal aperitif, a versatile accompaniment for summer meals, and a delicious base for cocktails.

Bottega Gold is made with sustainability at its heart: Glera grapes are grown in the province of Treviso, close to the Venetian Prealps, which provide the perfect climate for this native grape variety and are steeped in winemaking tradition. Harvested by hand, the grapes are gently pressed in the cellar and fermented for almost 40 days, resulting in Bottega Gold's exceptional fruity aromas of apple, pear and exotic fruit.

With its striking gold metallic bottle providing a glamorous centrepiece for entertaining, you can find cocktail inspiration at bottegaspa.com, and follow on Facebook and Instagram for more sparkling ideas.

[CLICK HERE TO SEE A PREVIOUS FEATURE](#)

RATE CARD

Sponsored article and banner package £12,000

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

DEMOGRAPHICS

GENDER



SOCIAL



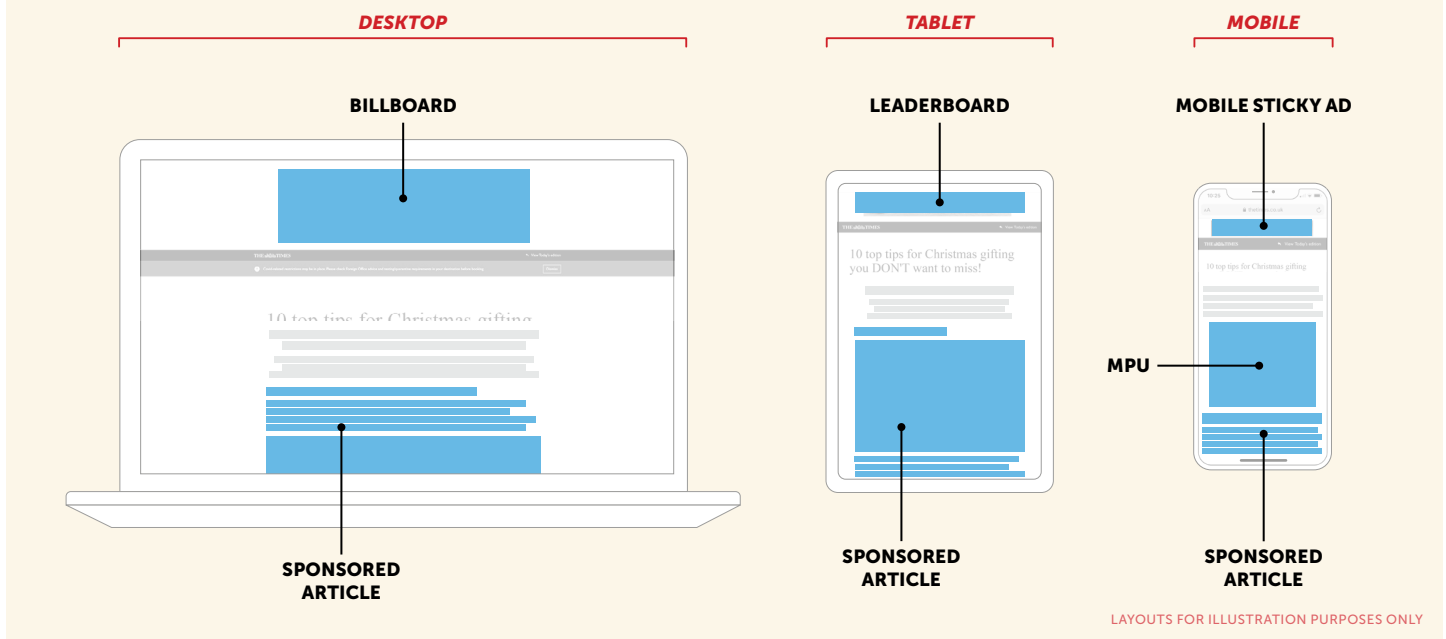
AGE:



[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 written 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

- 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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