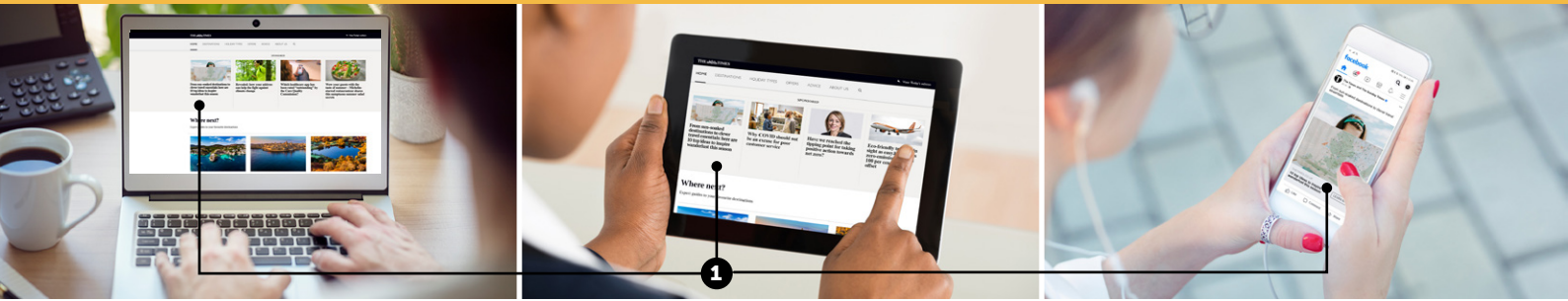


# Yachting and Boating *checklist*

THE WIND IN YOUR SAILS: EMBRACE NEW HORIZONS WITH OUR 10 TOP YACHTING AND BOATING TIPS



## PUBLISHED WITH THE TIMES ONLINE ON WEDNESDAYS

**Yachting & Boating 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 popular *Travel* section of *The Times Online* and includes individual links for the benefit of all 10 advertising partners.

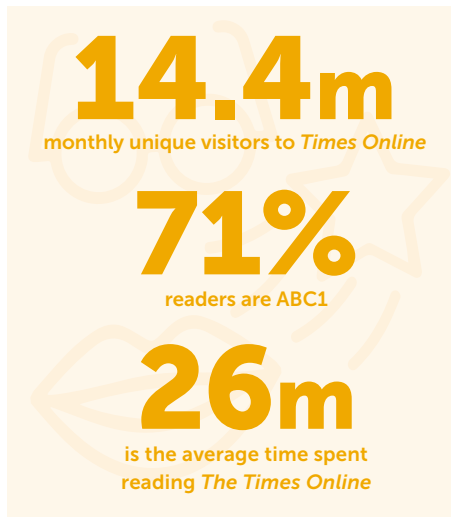
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. This affluent readership believes it is worth paying extra for quality products and services. **Yachting & Boating Checklist** will therefore serve as an essential guide for readers who are seeking new and exciting ways to spend their money.

Curated by an experienced team of *The Times Online* copywriters, **Yachting & Boating Checklist** showcases a high-quality selection of products and services, ranging from boating/sailing holidays, short breaks, exhibitions & outings, water sports/activities, rentals and boating essentials.

**Yachting & Boating 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 luxury, and crucially the gravitas of being featured on one of the world's most popular news websites.

### PARTICULARLY CONSIDERING

- 72% of *The Times* readers are looking forward to a holiday
- 20,000 *Times* readers have taken part in water sports/activities
- *The Times* readers have an average budget of £3,308 per person for their holidays
- 21,000 readers of *The Times* have visited boat show exhibitions.



### SPONSORED ARTICLE EXAMPLE

Wavysail Ocean Adventures

Small group, big excitement. Imagine a week sailing down Croatia's sun-washed Dalmatian coast, or ten days exploring Scotland's islands alongside whales, dolphins and eagles. What about an epic 48-day, 4,000-mile voyage from Cape Town to wild, remote St Helena?

All are possible with Wavysail, specialists in small-group (maximum six guests) bespoke sailing adventures led by accomplished skippers with at least 500,000 miles of ocean experience. Perfect for anyone with a Day or Coastal Skipper qualification who wants to boost their mileage, the trips also suit sailing novices with wanderlust and a willingness to muck in with life on board.

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

[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 on the *The Times Online* homepage and hosted on the *Travel* section perpetually
- Minimum 17,000 unique article views guaranteed, promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

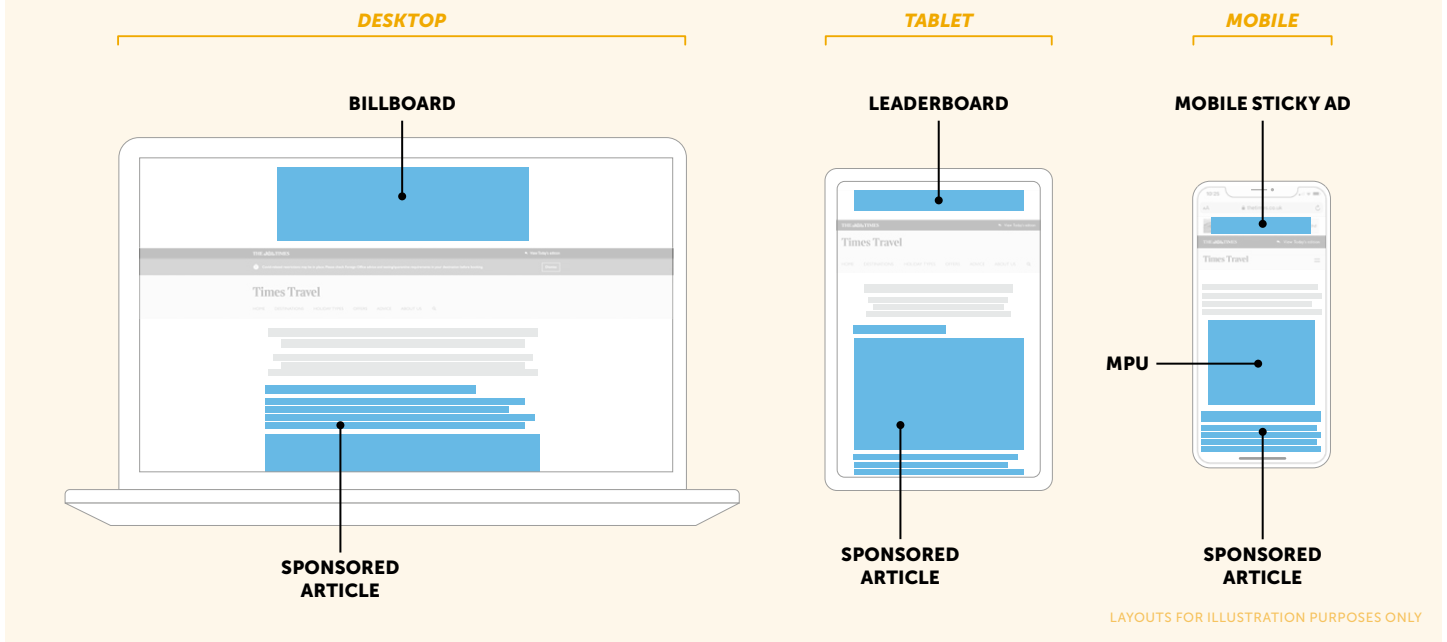
**GENDER**  
F 54%  
M 46%

**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

- Advertorial content compiled by Checklist who take 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)

