

Luxury TOP 10 *checklist*

THE FINER THINGS: 10 TOP BRANDS FOR ALL YOUR LUXURY LIFESTYLE ESSENTIALS
(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

Luxury 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.

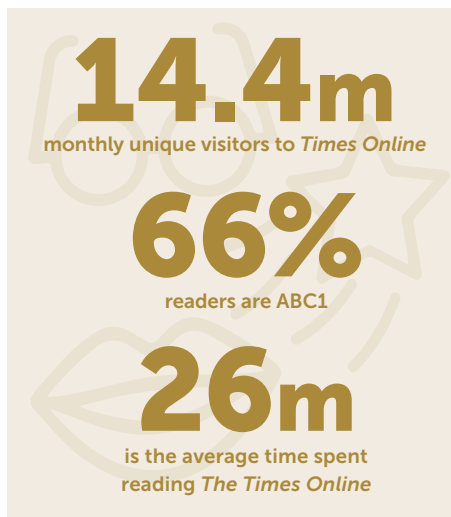
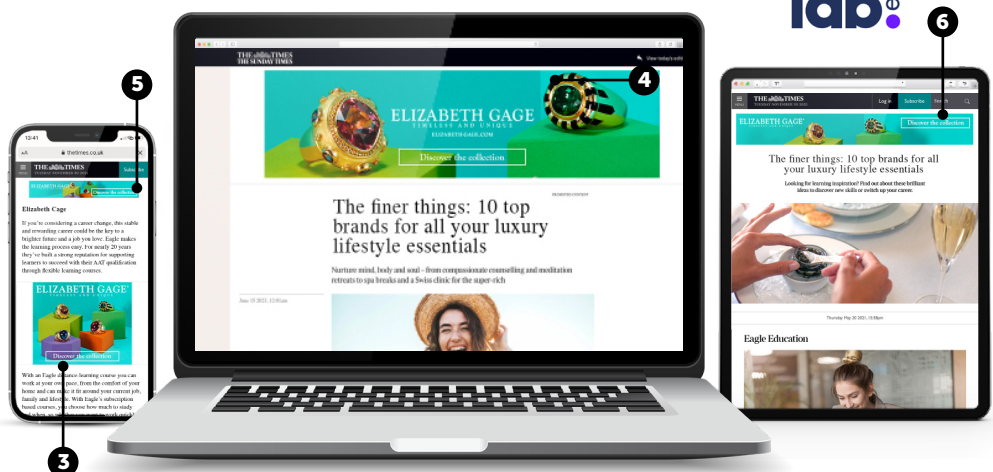
With over 66% of readers in the ABC1 social economic profile, *The Times Online* boasts a wealthy readership. **Luxury Top 10 Checklist** will serve as the essential guide for quality product inspiration and is an excellent opportunity to reach this more affluent audience.

It showcases a selection of high-quality products, services and experiences, ranging from watches and jewellery, indulgent foods, statement pieces, and award-winning tipples, to designer fashion and high-end travel options.

Luxury Top 10 Checklist is the perfect shop window for showcasing your company's products and services to an audience with a high disposable income, who are looking for new and exciting ways to spend their money.

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.



SPONSORED ARTICLE EXAMPLE

Elizabeth Gage



The Coronation of King Charles III is a once-in-a-lifetime event, and gifting a piece of fine jewellery in a loved one, or yourself, is a timeless way to celebrate.

Using gold and jewels instead of paint and canvases, Elizabeth Gage has become an acclaimed artist, internationally renowned for her craftsmanship and distinctive work, and recognised as one of the world's most creative jewellery designers.

Awarded an MBE in 2017 for her artistry, her work features in the Victoria and Albert Museum as part of its permanent jewellery collection. Each piece is handmade in Britain by master craftsmen, and during the Coronation weekend a new commemorative Coronation Pin will be revealed.

Today's Elizabeth Gage designs will be tomorrow's heirlooms, so there's no better way to celebrate this or any other special occasion. Discover the collection at elizabeth-gage.com, or visit the London showroom at 5 West Halkin Street, London SW1X 8JA.

CLICK HERE TO SEE A LIVE 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 and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



SOCIAL



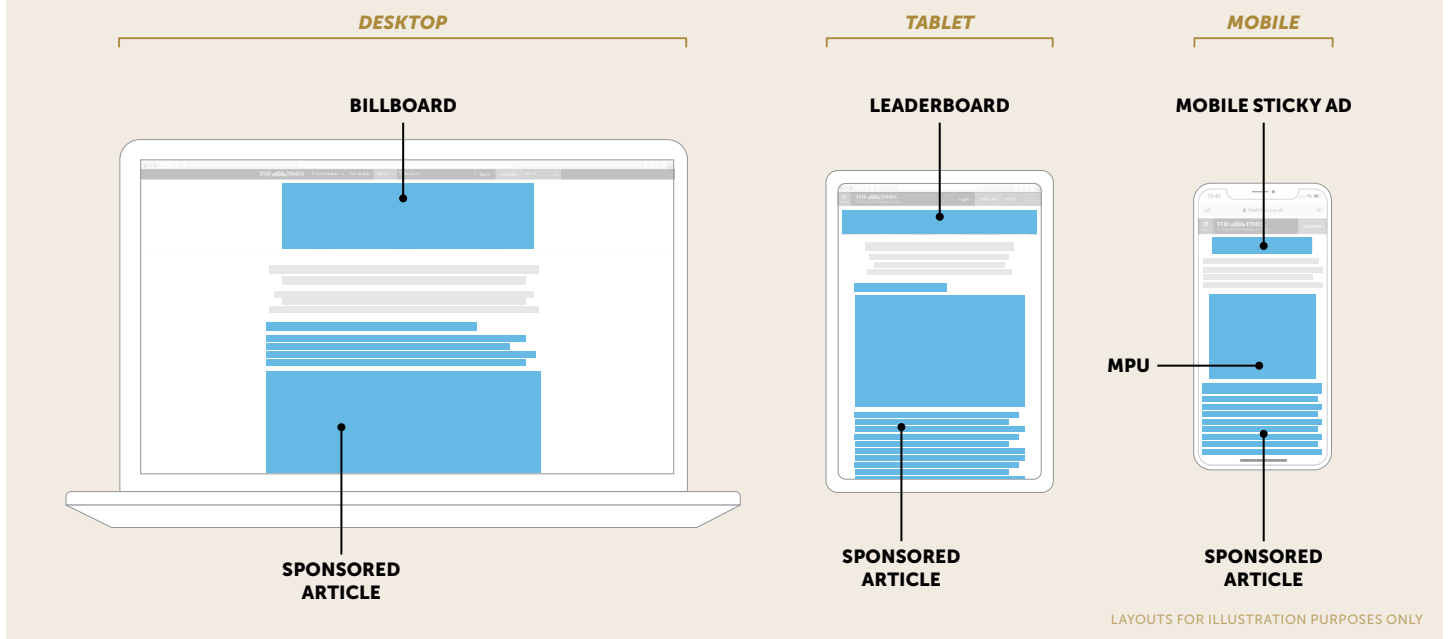
AGE:



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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