

GUARANTEED CLICKTHROUGHS

SERVED BY THE  TIMES



Guaranteed clickthroughs from *TimesOnline* are served across the *TimesOnline* website in standard ad formats. These clicks are driven by way of ad units which appear on *TimesOnline* and are guaranteed to drive traffic to advertisers' websites – these ad units are published alongside the *TimesOnline*'s editorial content until they achieve the required amount of guaranteed clicks for the benefit of advertising partners. This is to afford brands maximum visibility, a trusted environment and to drive traffic to a chosen weblink.

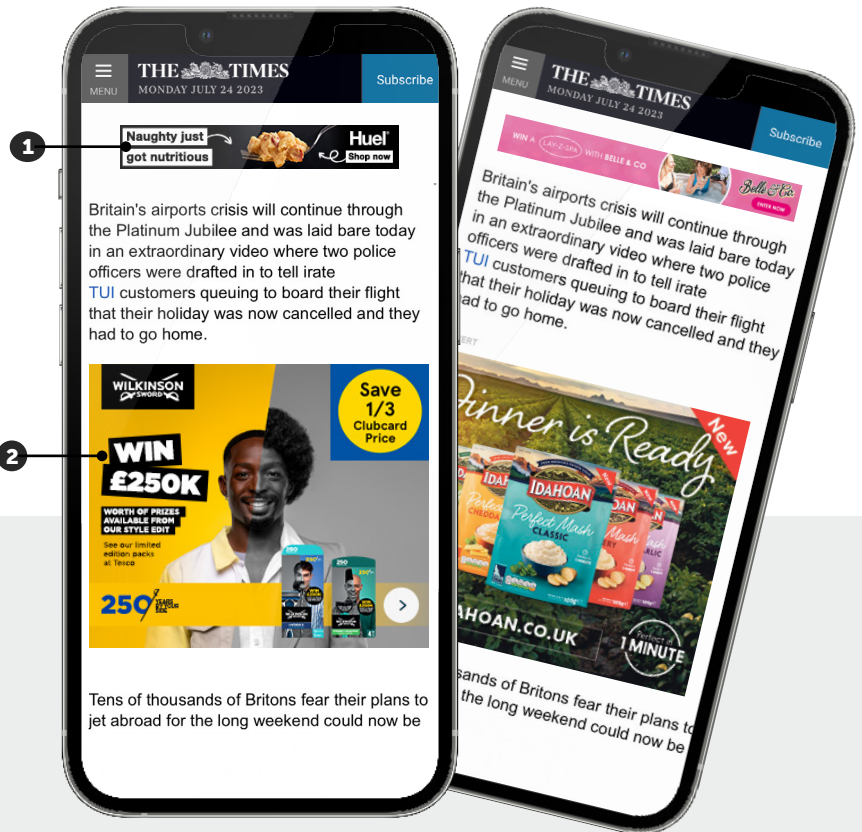
The Times Online digital readers are more affluent than the UK population, with a 69% ABC1 readership, compared to the national average of 62% ABC1.

These guaranteed click campaigns work with fixed pricing, meaning that you only pay for the direct benefit and clickthroughs you receive, making running a campaign through all-the-more cost effective and reliable.

Banner Packages with *TimesOnline* are an ideal shop window for brands and organisations to benefit from the *TimesOnline*'s robust editorial environment, a mass engaged readership and the guarantee of driving clickthroughs to a landing page of choice to drive sales.

PARTICULARLY CONSIDERING

- Times readers have a mean family income of £55,885
- TimesOnline reaches 9.9m ABC1 30+ adults
- The Times digital readership has an equal gender split
- 57% of digital readers are aged under 55.



26min

spent reading TimesOnline

14.4m

monthly unique users

RATE CARD

1,000 clicks (minimum order)

POA

Clicks can be served across MPU ① and mobile ②

Prices subject to demand and economies are available depending on requirement/volume of clicks

DISTRIBUTION

- Digital is the biggest platform for Times Media, with more than 3 out of 4 reading The Times exclusively through digital
- Available nationwide
- PCA provided within 30 days of clicks being served

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

GENDER*

ABC1 — 69%

49%

C2DE — 31%

49%

AGE 15-34 — 28%

35-54 — 36%

55+ — 36%

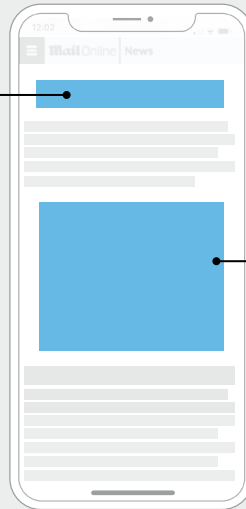
*2% prefer to self-describe

[CLICK HERE TO DOWNLOAD THE TIMESONLINE APP](#)

ADVERTISING POSITIONS

MOBILE APP

MOBILE STICKY AD



MPU

LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

ARTWORK SPECIFICATION

MPU: 300px (w) x 250px (h)

MOBILE STICKY AD: 320px (w) x 50px (h)

SPECIFICATION:

- **Max file size (for image loading):** 300kb maximum
- **Static format:** RGB, 72 dpi, JPEG or PNG
- **Animated format:** RGB, 72 dpi, GIF only

Animated adverts (in GIF format) can loop only three times, and the total animation must not exceed 15 seconds.

Ads must have a distinct colour separation to the rest of the content on *MailOnline* i.e. any ads that are mostly white must have a distinct 1 pixel dark border to separate it from onsite content

PROCESS

- After your order is received, the artwork specification will be emailed by the Production team.
- Define your ideal live date. If included in your booking, define your target audience e.g. Women, 25-44, living in London, gym-goers. Define your KPIs e.g. sign ups, ticket sales, clicks.
- Completed artwork should be sent to the team by the given deadline to avoid delays in publishing content.
- Content required is the ad artwork and the link you'd like the ads to clickthrough to. Received content will be submitted to *MailOnline's* AdOps team.
- Impressions will be served on MailMetroMedia's owned and operated properties until guaranteed clicks are received, and can appear in different advertising positions on the site.

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

TERMS & CONDITIONS

- All bookings are made subject to Hurst Media's Terms & Conditions of Advertising, which are available by clicking [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 *MailOnline'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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targeted media you can trust


HURST MEDIA
The UK's trusted media partner