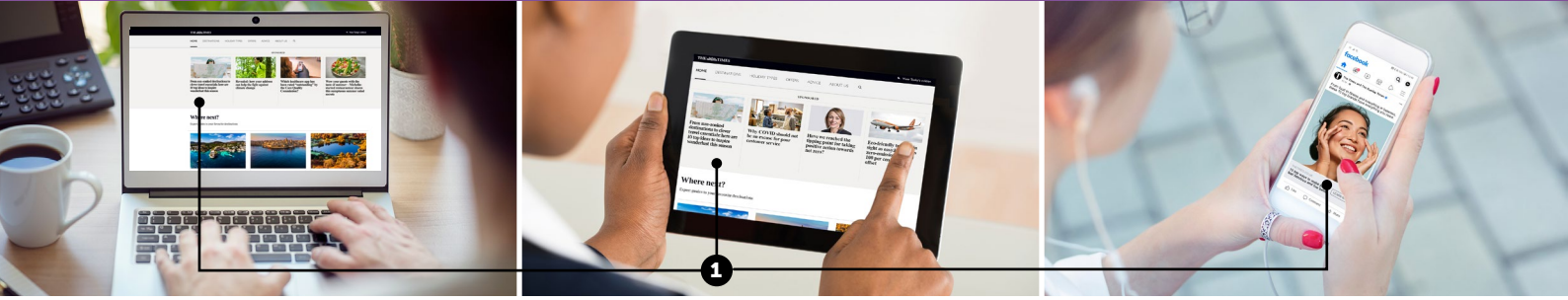




Best of British *checklist*

BUYING BRITISH: HERE ARE 10 TOP BRANDS SHOWCASING THE BEST OF BRITISH CULTURE AND TRADITION
(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

The **Best of British 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.

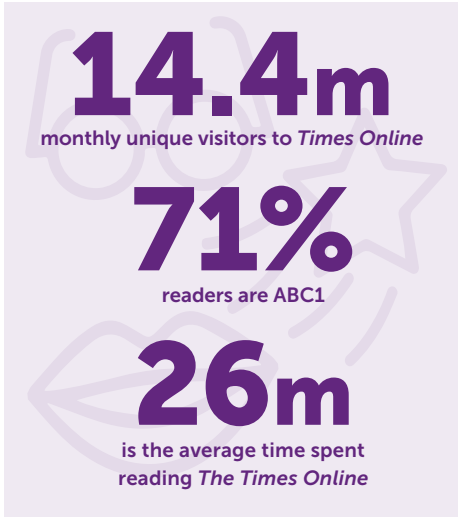
The Times Online boasts an audience of wealthy people and reaches 9.5 million ABC1 readers across their digital platforms. This affluent readership believes it is worth paying extra for quality products and services. The **Best of British Checklist** will therefore serve as an essential guide for readers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

Curated by an experienced team of *The Times Online* copywriters, the **Best of British Checklist** showcases a high-quality selection of quintessentially British products and services, including Royal Warrant Holders, ranging from food & drink, fashion, gadgets & technology, travel, days out and attractions.

The **Best of British Checklist** is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, an affluent ABC1 audience and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- A total of 71% of *The Times Online* readers are ABC1
- 1 in 4 have *Times Online* readers have over £50k in savings or investments
- Readers spend on average 26.6 minutes reading *The Times Online*.



SPONSORED ARTICLE EXAMPLE

Red Tractor

We all want to ensure we're feeding our families the best possible food, so it's important that we know what we can trust when we shop.

All products displaying the Red Tractor Logo are traceable, safe and farmed with care.

The Union Jack on the logo means the food has been produced entirely in the UK, and every step of the journey can be checked and documented from farms to pack.

The Red Tractor logo covers many sectors and standards to ensure your food is safe, from responsible antibiotic and pesticide use to water safety, and they only assure good quality, British food at its seasonal best.

They've also partnered with animal welfare experts and vets since 2000 to strengthen requirements on animal welfare. They work to ensure all livestock are healthy, with the right living space, food and water.

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

[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

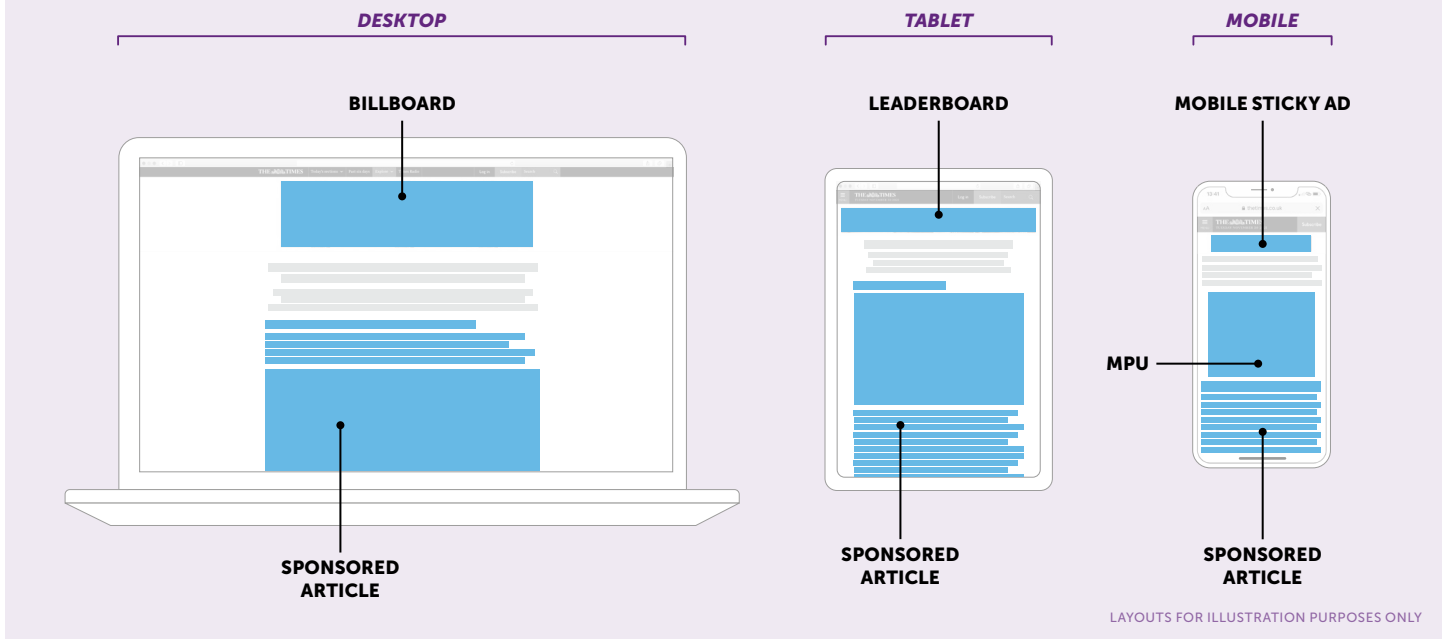
3.4m aged 18-35

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

All ad-site drivers are dictated by Times algorithms, promoted at News UK's discretion

Sources: News UK
Last updated: Apr'22

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 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

- Best Of British's 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
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