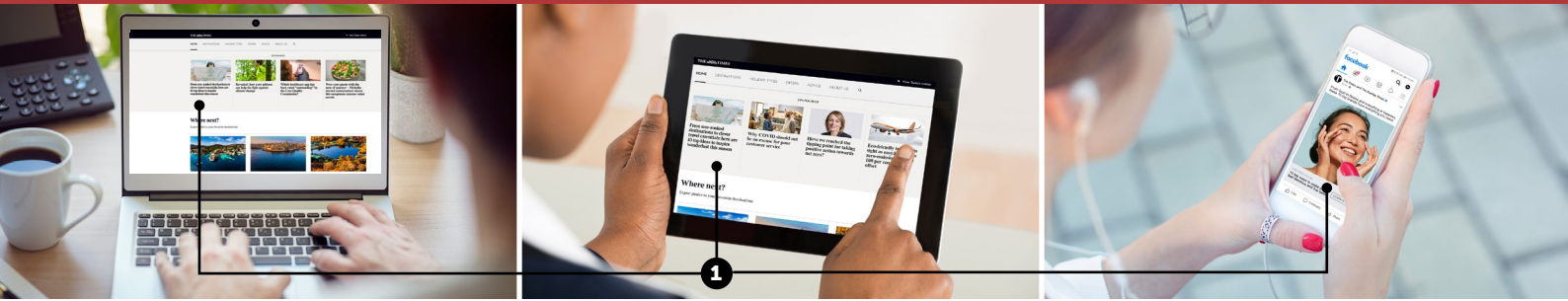


The Business Owners' *checklist*

BE YOUR OWN BOSS: HERE ARE 10 TOP BRANDS TO YOU SHOULD KNOW IF YOU HAVE YOUR OWN BUSINESS
(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 **Business Owners' 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.

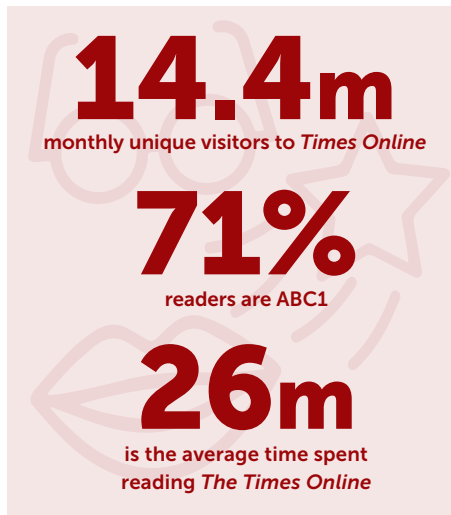
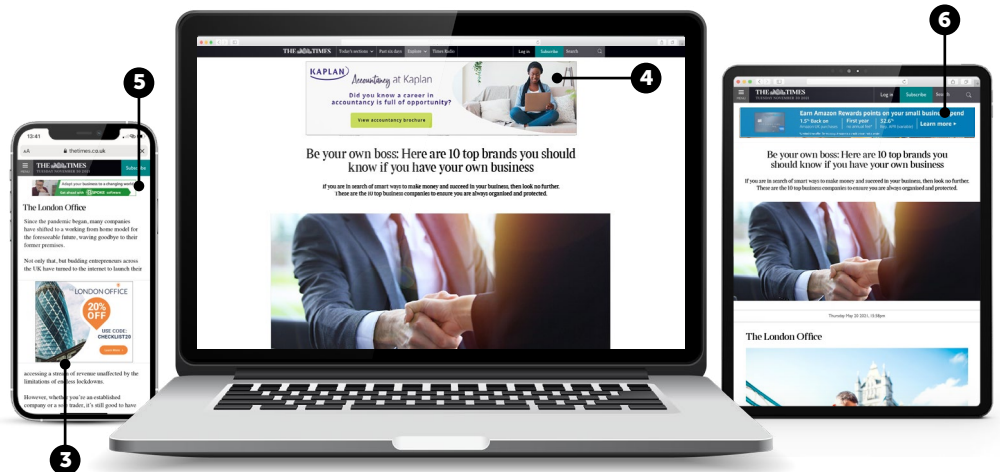
The Times is the number one daily title for reaching the UK's business elite, reaching 52% more than *The Daily Telegraph* and 35% more than *The Financial Times*. The **Business Owners' Checklist** is an essential guide for those embarking on their first business venture, as well as current business owners. It will give these readers a deeper insight into everything they need to know about starting their own company and bettering their business.

Curated by an experienced team of *The Times Online* copywriters, **Business Owners' Checklist** showcases a high-quality selection of 10 products and services. This includes financial & legal services, IT & tech, health & safety solutions and HR & recruitment options, as well as franchising, coaching and training ideas.


Business Owners' 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

- 3 in 5 readers are involved in determining regulations within their industry
- 78% have trade stocks and shares in the past year
- *The Times* is the number 1 daily newspaper for business professionals



SPONSORED ARTICLE EXAMPLE **2**



The London Office

Since the pandemic began, many companies have shifted to a working from home model for the foreseeable future, waving goodbye to their former premises. Not only that, but budding entrepreneurs across the UK have turned to the internet to launch their own businesses, accessing a stream of revenue unaffected by the limitations of endless lockdowns.

However, whether you're an established company or a sole trader, it's still good to have an official base for your business not only to keep things professional, but keep your home address private too. That's where The London Office can help. They offer virtual central London office addresses to ensure your business looks, well, the business, and your private life remains offline.

Through The London Office, you can also access affordable meeting spaces and a telephone answering service, to help those who are unable to answer every business call. All new sign-ups for any package get three months free, which include a year's Virtual Business Address or Virtual Business Plus service – at The London Office's 167-169 Great Portland Street premium office.

[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

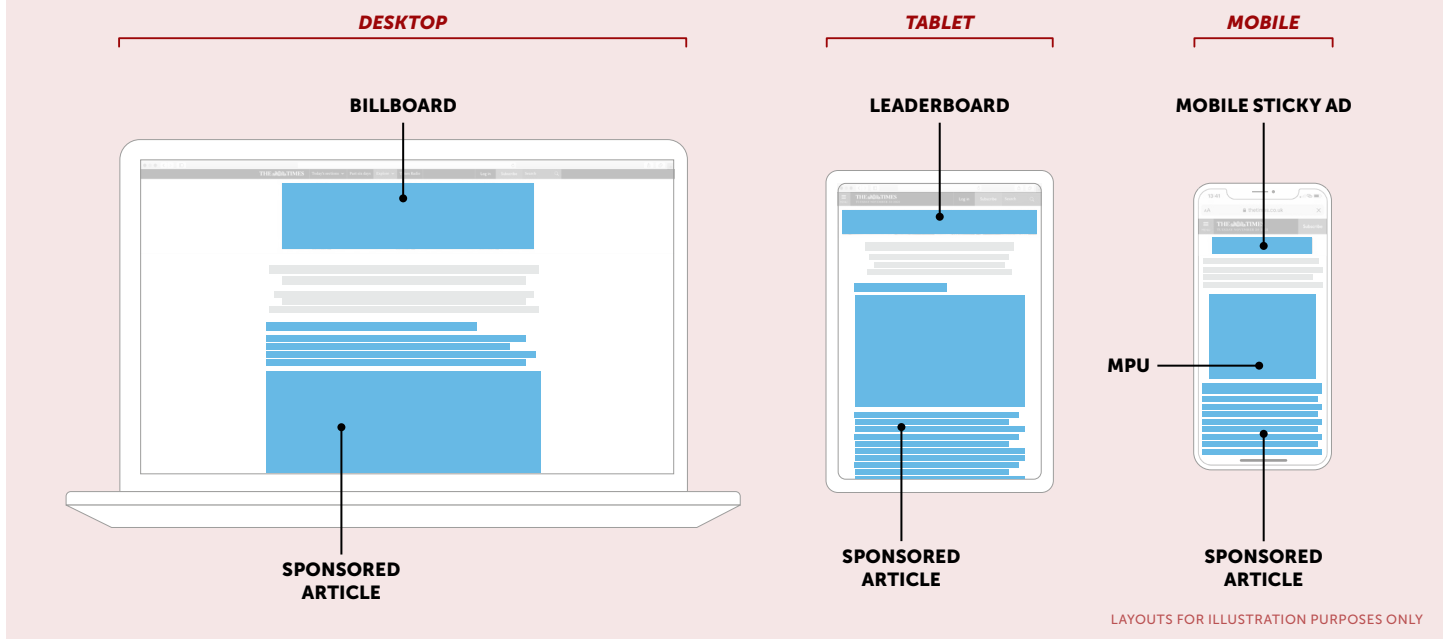
35% adults aged 40-55

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

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

- The Business Owners' 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](#).

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