

Food and Drink *checklist*

GET INSPIRED AND TRANSFORM YOUR EATING HABITS WITH THESE 10 TOP CULINARY TRENDS
(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

Food & Drink 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.

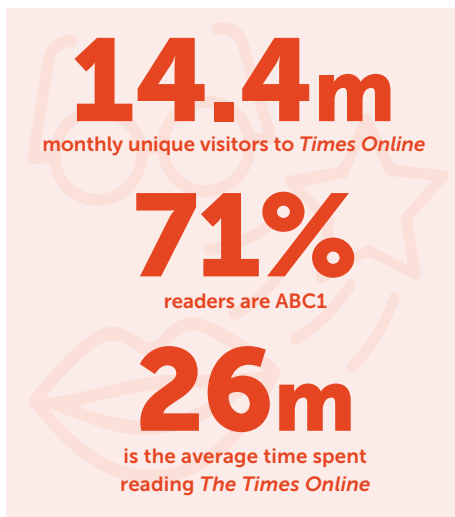
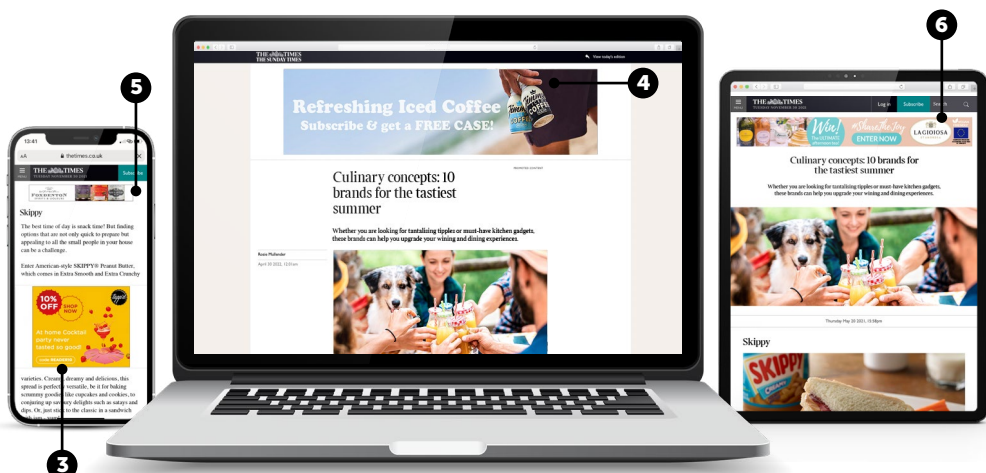
The Times Online reaches an audience of 9.5 million ABC1 readers across their digital platforms. **Food & Drink Checklist** serves as the essential guide for readers to transform the way they eat at home and dine out.

Curated by an experienced team of *The Times Online* copywriters, **Food & Drink Checklist** showcases a high-quality selection of 10 products and services, such as food delivery, gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and healthy options.


Food & Drink Checklist is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, a mass readership who are looking for new products to try, and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- *Times Online* readers spend an average of £79.95 on a grocery shop
- Around 84% of *Times* readers are more likely to have purchased food and drink online
- 62% of *Times* readers are more likely to say that news about food influences their dietary habits



SPONSORED ARTICLE EXAMPLE



Le Cordon Bleu

It's the season for foodies! And if you're struggling to think of the perfect present for the food-lover in your life, Le Cordon Bleu London could be your saviour.

Le Cordon Bleu London offers an amazing selection of short cookery courses in the capital – no trips abroad involved. From one-day cooking courses and evening classes for beginners, to thematic gourmet sessions and workshops on specific culinary techniques and cuisines, this inspiring culinary school offers not only variety, but quality tuition for the aspiring chef or pâtissier.

So, what are some of the skills you can learn? Discover the basics with a course in modern and classic sauces, or become an expert in sweet treats with breakfast baking or chocolate tempering.

Known for their professional culinary diplomas, Le Cordon Bleu also offers a wide variety of short courses. Explore what's on offer today and book a course or buy a gift card, so your recipient can choose the ideal session for them. C'est magnifique!

Visit cordonsbleu.edu/london 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

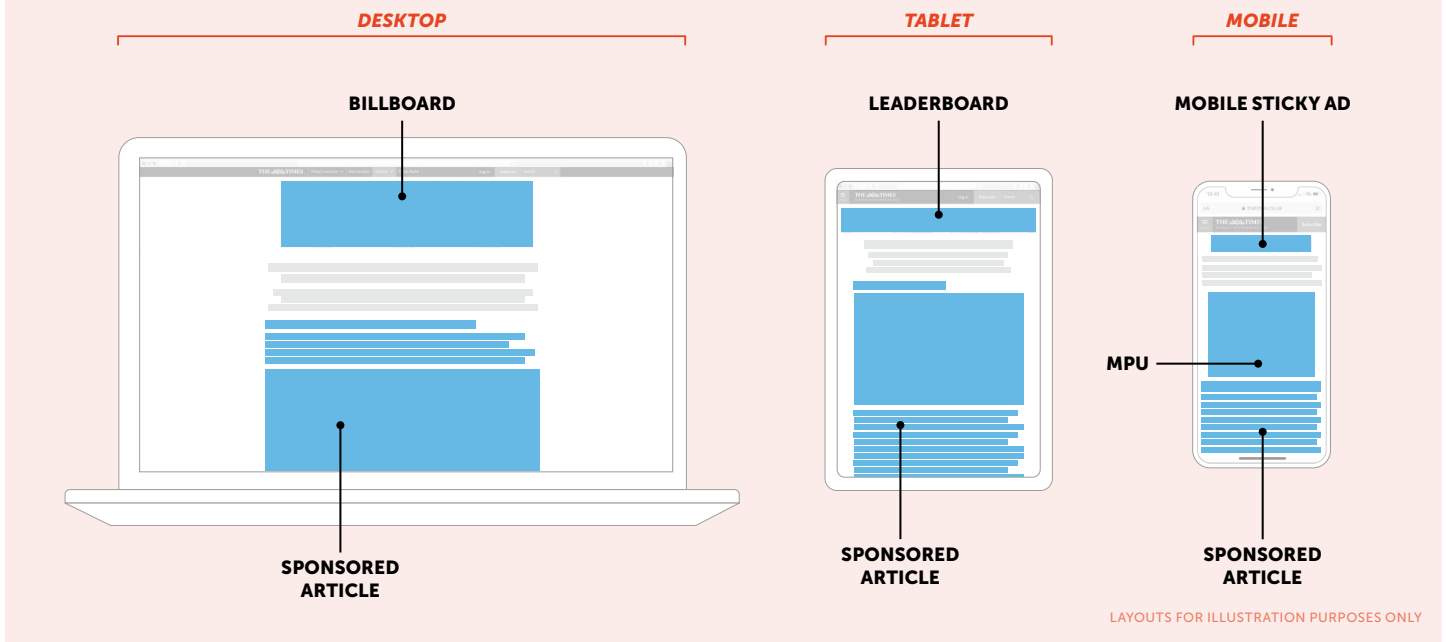
35% adults aged 40-55

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

- Food & Drink 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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