

Homes and Improvements TOP 10 *checklist*

10 TOP INSPIRATIONS FOR THOSE LOOKING TO LIVE A HAPPY, HEALTHIER AND FULFILLING LIFE AT HOME
(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 **Homes & Improvements Top 10 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.

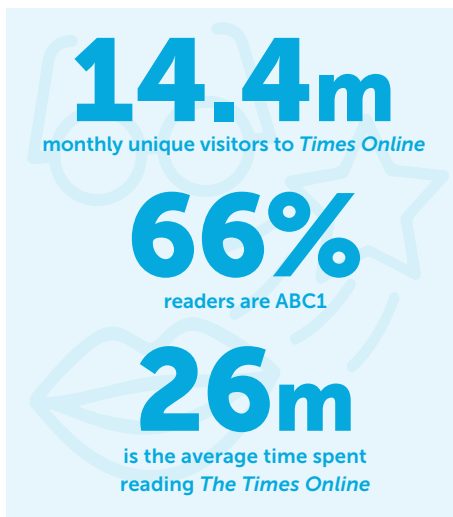
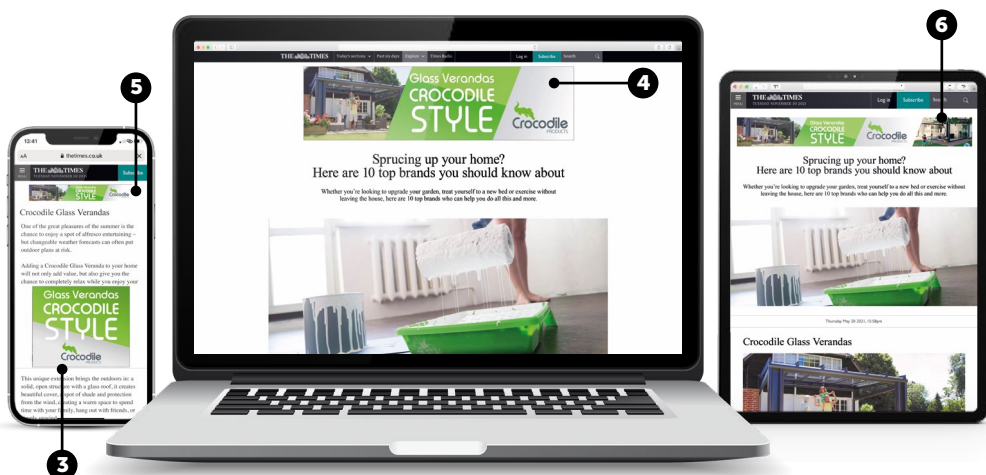
The *Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. **Homes & Improvements Top 10 Checklist** therefore serves as the essential guide for readers on the latest trends, inspirations and ways to increase the value of their homes through the power of home improvements.

Curated by an experienced team of *The Times Online* copywriters, **Homes & Improvements Top 10 Checklist** showcases a high-quality selection of 10 products and services. This includes furnishings, smart appliances, energy-saving products, al fresco dining, DIY inspiration and gardening must haves.

Homes & Improvements Top 10 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

- *Times* readers have an income of £55,885
- In the next 12 months, *Times* readers are 28% more likely to buy or sell their property
- Approximately 119,000 *Times* readers have invested in a holiday home.



SPONSORED ARTICLE EXAMPLE



Crocodile Glass Verandas

One of the great pleasures of the summer is the chance to enjoy a spot of alfresco entertaining – but changeable weather forecasts can often put outdoor plans at risk.

Adding a Crocodile Glass Veranda to your home will not only add value, but also give you the chance to completely relax while you enjoy your garden.

This unique extension brings the outdoors in: a solid, open structure with a glass roof, it creates beautiful cover: a spot of shade and protection from the wind, creating a warm space to spend time with your family, hang out with friends, or simply unwind.

Constructed using powder-coated aluminium, Crocodile Glass Verandas are totally maintenance free, create extra light and space, and can be used to savour your garden all year round – as well as looking enviably stylish.

For free expert advice, call 0800 011 2234, or visit Crocodile for a free brochure or survey. [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 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

F 54% M 46%

AGE

35% adults aged 40-55

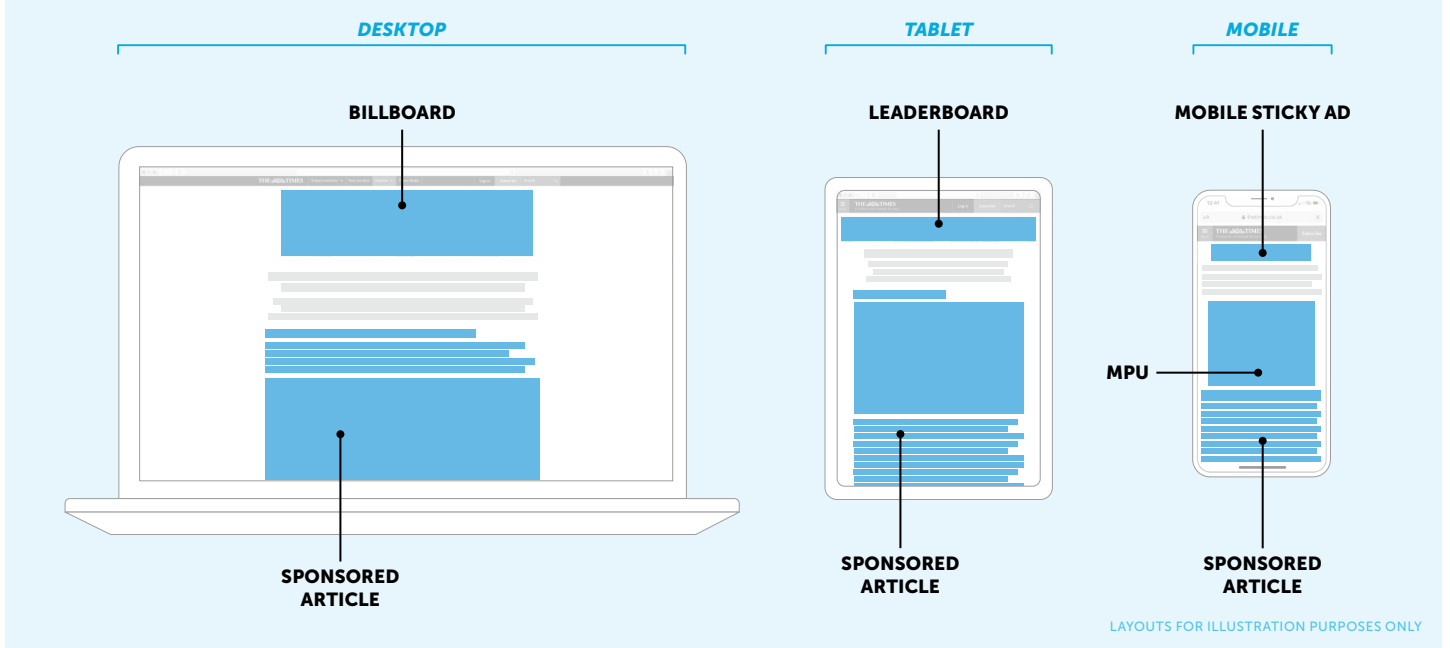
3.4m aged 18-35

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

Sources: News UK
Last updated: Apr'22

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

- Homes & Improvements Top 10 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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