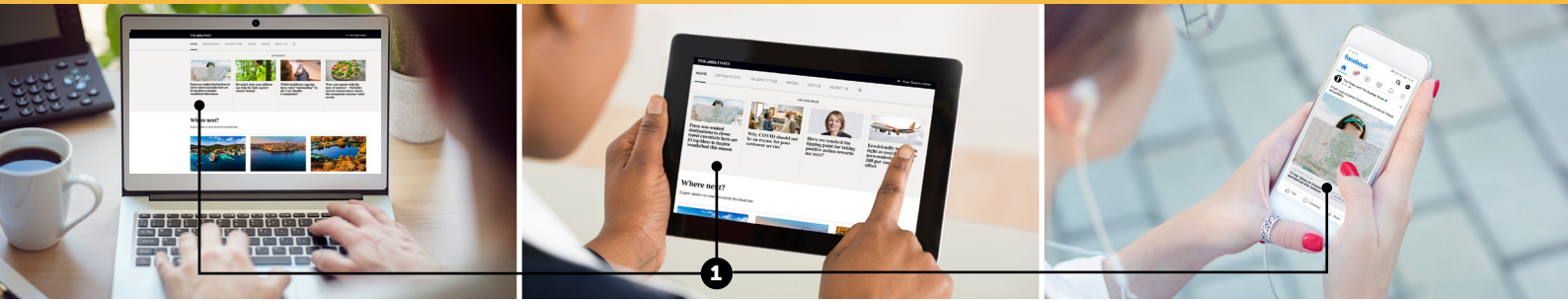


Aviation TOP 10 *checklist*

TAKE FLIGHT: HERE ARE THE 10 TOP BRANDS THAT CAN MAKE YOUR AVIATION DREAMS COME TRUE

(Eventual title will be chosen by Times Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH THE TIMES ONLINE

Aviation 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.

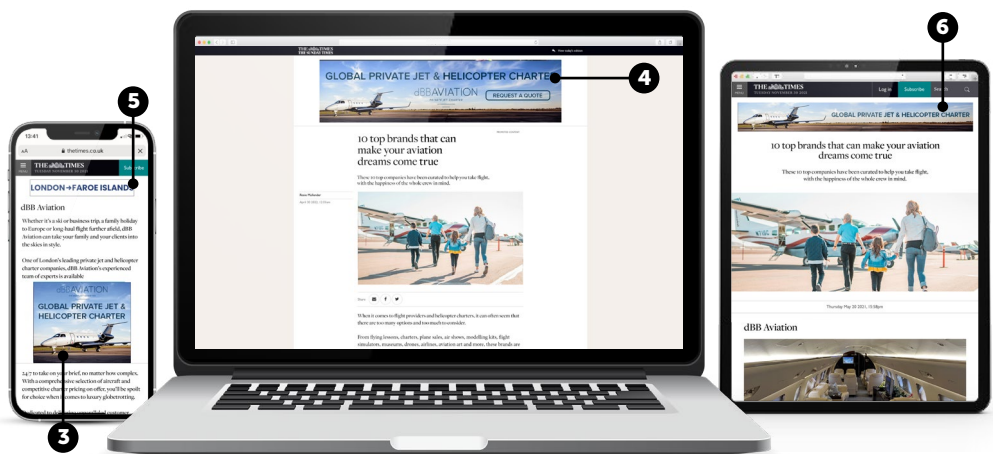
The Times Online reaches an audience of 9.5 million ABC1 readers across their digital platforms. Packed full of inspiration for those who are interested in quality products and services, **Aviation Top 10 Checklist** therefore serves as an essential guide to help those who are seeking new and exciting ways to spend. Furthermore, with 66% of ABC1 readers, *Times Online*'s affluent readership are interested in high-quality, trusted brands to get them in the air.

Curated by an experienced team of *The Times Online* copywriters, **Aviation Top 10 Checklist** showcases a high-quality selection of 10 top products and services, including flying lessons, helicopter charters, plane sales, air shows, modelling kits, aviation art and more.

Aviation Top 10 Checklist is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, a mass readership focused on travel, and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- *Times* readers have a mean family income of £55,885
- Over 70% of readers believe it is worth paying extra for quality goods
- Readers spend on average 26.6 minutes reading *The Times Online*.



14.4m
monthly unique visitors to *Times Online*

66%
readers are ABC1

26m
is the average time spent
reading *The Times Online*

SPONSORED ARTICLE EXAMPLE



dbB Aviation

Whether it's a ski or business trip, a family holiday to Europe or long-haul flight further afield, dbB Aviation can take your family and your clients into the skies in style.

One of London's leading private jet and helicopter charter companies, dbB Aviation's experienced team of experts is available 24/7 to take on your brief, no matter how complex. With a comprehensive selection of aircraft and competitive charter pricing on offer, you'll be spoilt for choice when it comes to luxury globetrotting.

Dedicated to delivering unparalleled customer service, the dbB Aviation team will guide you throughout the process, from booking your charter to the completion of your trip, assisting you in selecting the aircraft and itinerary that meets your precise needs and preferences.

As well as aircraft charters, dbB Aviation also offers discounted empty legs, starting at as little as £14,000.

Visit dbBaviation.com to submit an enquiry, and explore the fleet on [Instagram](#)

CLICK HERE TO SEE A LIVE TIMES ONLINE 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

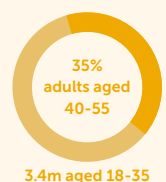
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



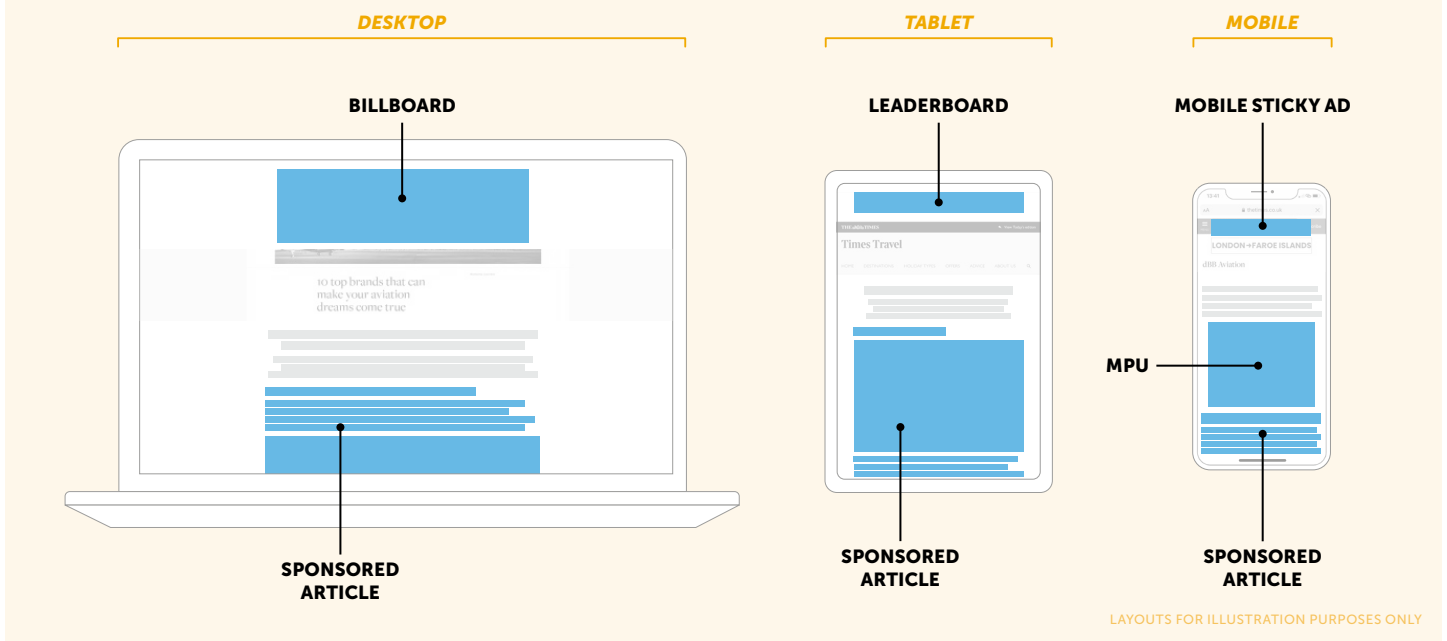
AGE



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

- Aviation 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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Company number: 08357910
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