

# Travel: Indian Ocean TOP 10 *checklist*

GIVE IN TO YOUR WANDERLUST WITH 10 TOP BRANDS TO MAKE YOUR NEXT INDIAN OCEAN TRIP ONE TO REMEMBER

(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

**Travel: Indian Ocean Top 10 Checklist** is a native feature of ten 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 ten advertising partners.

*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Travel: Indian Ocean Top 10 Checklist** therefore serves as the essential guide to help those looking for inspiration for their next trip, whether it's a diving trip or island escape.

Curated by an experienced team of *The Times Online* copywriters, **Travel: Indian Ocean Top 10 Checklist** showcases a high-quality selection of ten top highlights of the Indian Ocean, ranging from destinations, hotels and resorts, spas, tour operators, unique experiences, diving schools, sailing charters and more – this is the space to promote the best that the Indian Ocean has to offer.

**Travel: Indian Ocean 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 family holidays and travel, and crucially the gravitas of being featured on one of the most popular news websites.

## PARTICULARLY CONSIDERING

- 72% of *The Times* readers are looking forward to a holiday
- 35% of *The Times* readers are already researching their next holiday
- *The Times* readers have an average budget of £3,308 per person for their holidays



**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

### Four Seasons Resort Mauritius at Anahita



We all have a vision of the tropical island escape – and for guests checking in to Four Seasons Resort Mauritius at Anahita, that dream can become reality.

Set on the island's glamorous east coast, this little slice of paradise has a vibrant interior flanked by heavenly stretches of white sand that shelve gently into the turquoise sea. Every one of the stylish villas and private retreats comes with its own pool and there are seven excellent restaurants offering cuisines from around the world.

You'll also find an impressive array of activities and excursions, from two premium golf courses and an award-winning overwater spa (the only one of its kind in Mauritius) to Creole cooking classes and a shuttle speedboat that can whisk you across to picturesque Ile aux Cerfs to relax on another of the resort's private beaches.

Book your five-star Mauritius escape now at [fourseasons.com/mauritius/offers](https://fourseasons.com/mauritius/offers)

[CLICK HERE TO SEE A PREVIOUS FEATURE](#)

## RATE CARD

**Sponsored article and banner package £12,000**

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



### SOCIAL



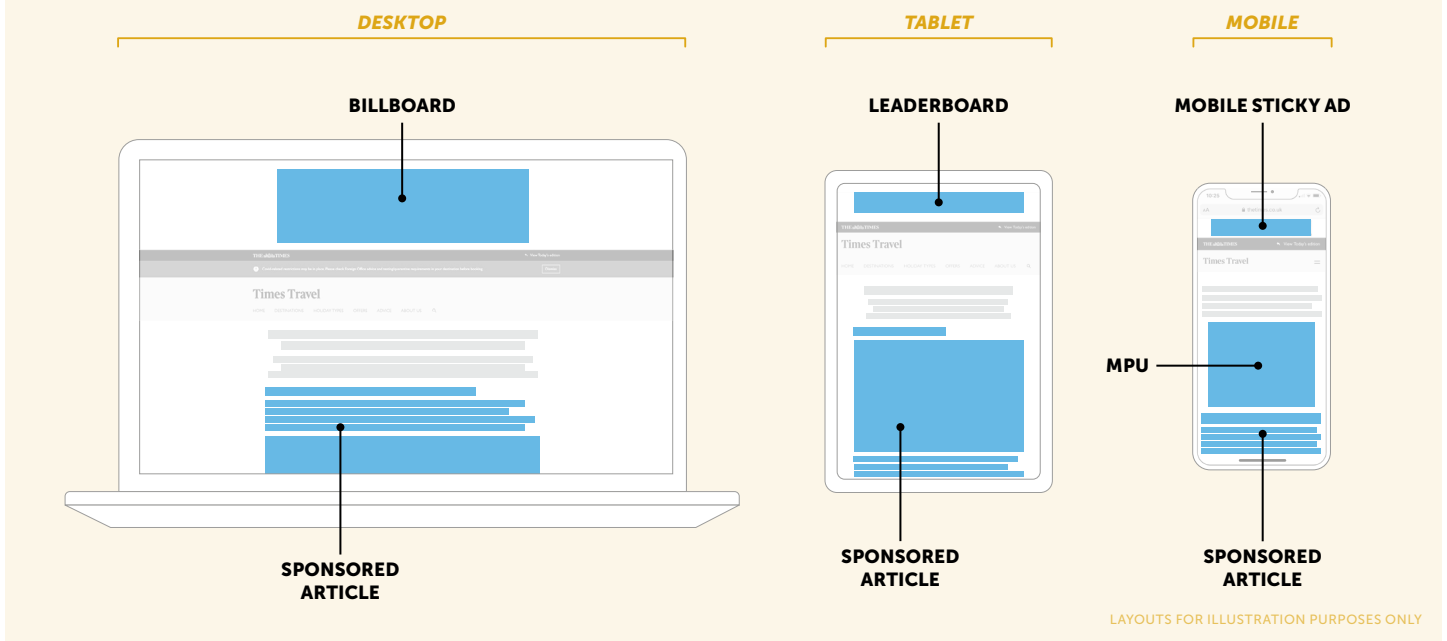
### AGE:



[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](mailto: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 written 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

- 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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