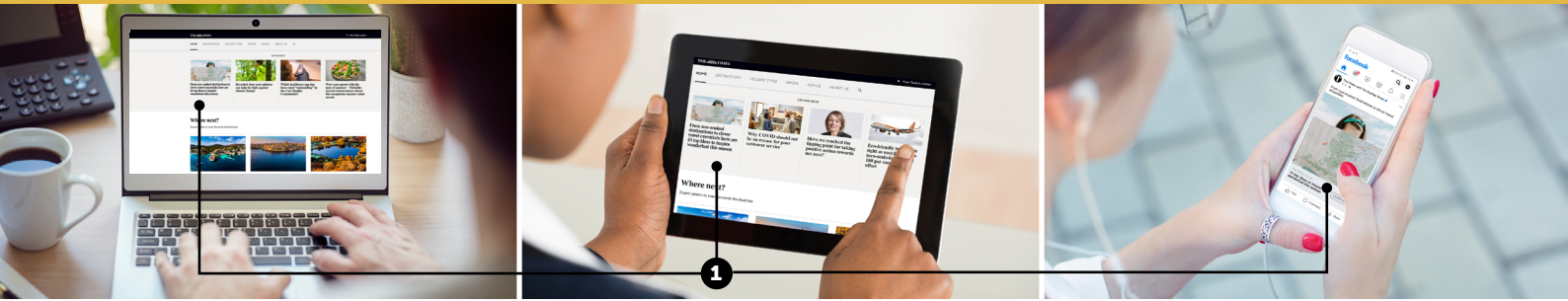


# Winter Travel TOP 10 *checklist*

GIVE IN TO YOUR WANDERLUST WITH 10 TOP BRANDS TO MAKE YOUR NEXT WINTER 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

Winter Travel 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.

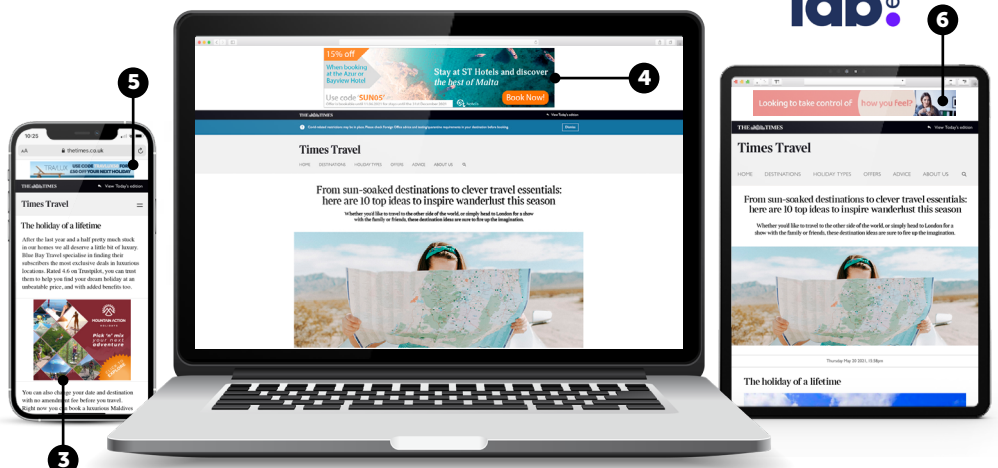
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. Winter Travel Top 10 Checklist therefore serves as the essential guide to help those looking for inspiration, whether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

Curated by an experienced team of *The Times Online* copywriters, Winter Travel Top 10 Checklist showcases a high-quality selection of ten top highlights of travel during winter, ranging from destinations, hotels and resorts, ski chalets, winter sport operators, excursions and tours, rental companies and more – this is the space to promote the best of winter travel.

Winter Travel 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

### Icelandair



For many who love to travel, the journey is as much a part of the adventure as the destination. With Icelandair, you can have the best of both.

As well as transporting curious visitors to the extraordinary sights and experiences of its home country, Iceland's flagship airline and its Reykjavik hub connect travellers from major European cities like London and Paris to North American destinations such as New York, Orlando and Toronto.

Linking the two aspects of this service is the airline's Stopover in Iceland option. This allows travellers to enjoy up to seven days exploring Iceland's phenomenal landscapes with no additional airfare. From the mesmerising northern lights to the geothermal wonder that is the Blue Lagoon, taking a mid-journey break like this transforms a standard trip into an unforgettable experience.

Icelandair is also adding new routes – the latest is Nashville – making travel to North America even more convenient. Whether for leisure or business, booking through the airline's website ensures a seamless experience. Perfect for discovering Iceland and beyond!

Iceland or North America? Do both! Visit [icelandair.com](http://icelandair.com) and add a touch of Iceland to your North American adventure

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



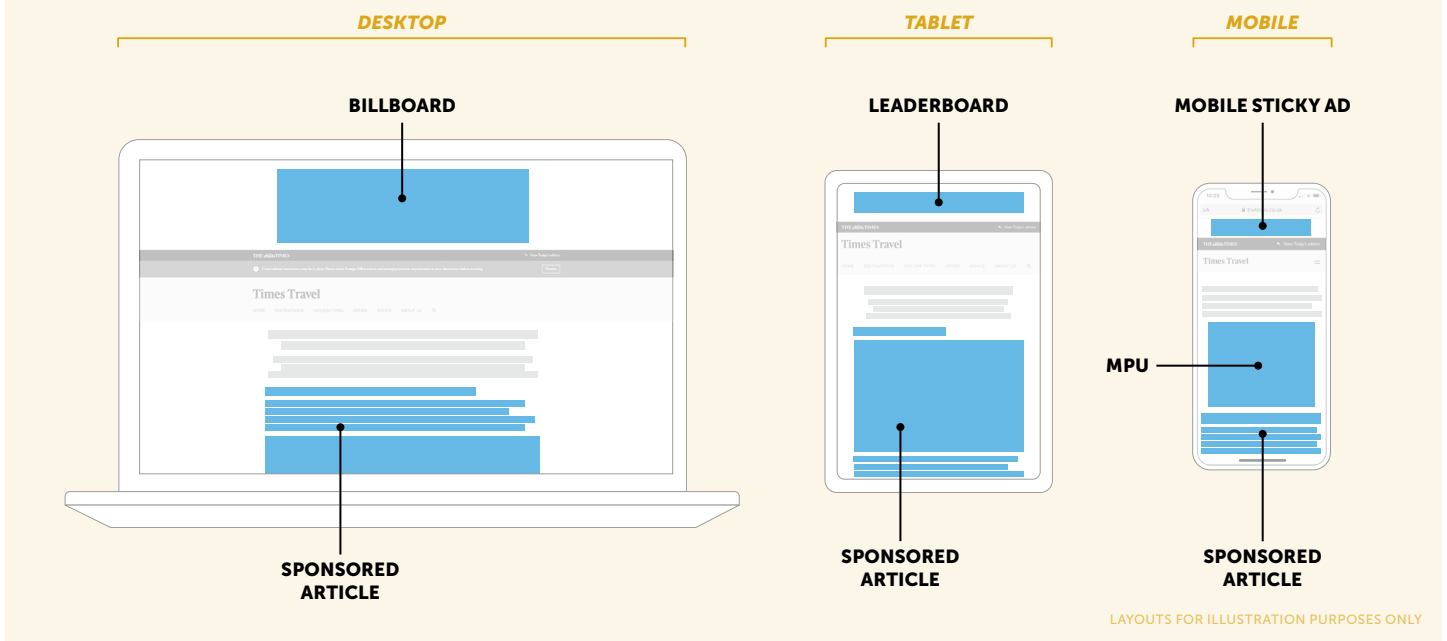
### AGE:



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](#).

**CONTACT DETAILS**  
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