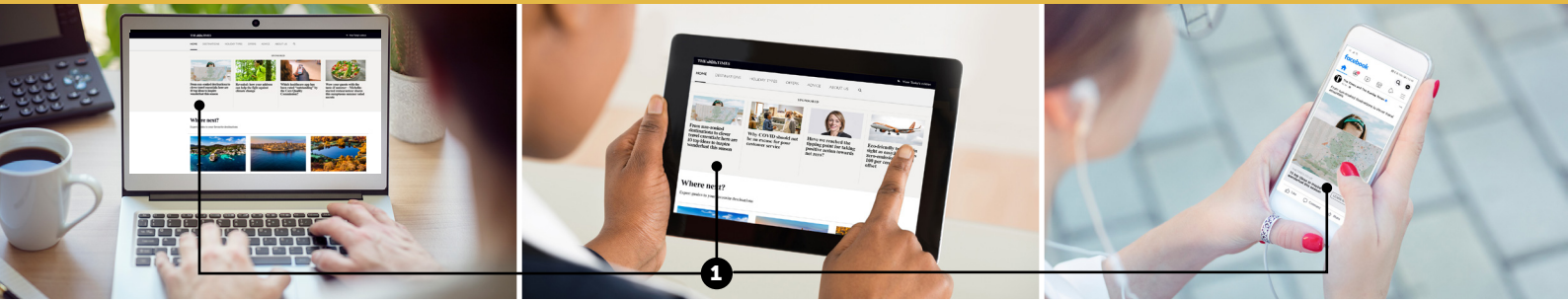


Travel: Asia TOP 10 *checklist* ✓

GIVE IN TO YOUR WANDERLUST WITH 10 TOP BRANDS TO MAKE YOUR NEXT TRIP TO ASIA 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: Asia 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.

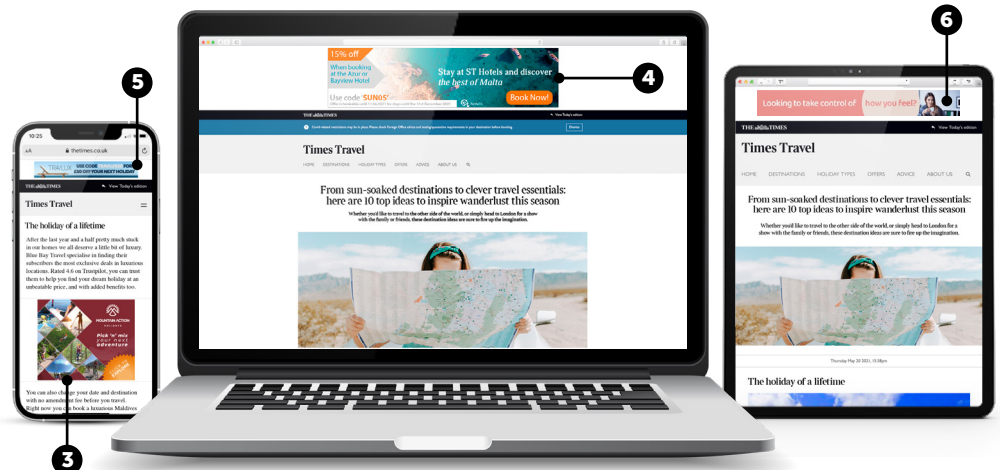
The Times Online reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Travel: Asia Top 10 Checklist** therefore serves as the essential guide to help those looking for inspiration for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

Curated by an experienced team of *The Times Online* copywriters, **Travel: Asia Top 10 Checklist** showcases a high-quality selection of 10 top highlights of Asia, ranging from destinations, hotels and resorts, tour operators, unique experiences, gourmet stays, luxury train journeys and more – this is the space to promote the best that Asia has to offer.

Travel: Asia 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 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

Steppes Travel



To imagine India is to picture Rajasthan. From Jaipur to Jodhpur, few places in the world pack such a powerful cultural punch through festivals, architecture, people and food.

Begin with the magnificent Taj Mahal in Agra, Uttar Pradesh, before taking a deep dive into Rajasthan to explore some of the region's most vibrant cities. This holiday also takes time to visit some of the less well known rural areas and offers the chance to spot the graceful leopards of Jaisalmer that, amazingly, live in harmony with the local shepherding community.

Expert guides provide depth and insight to your bespoke experiences before delivering you to accommodation with a real sense of place.

For the full experience, add a few days at Ranthambore Tiger Reserve. Deciduous forests and lakes sit below rocky ridges and the remains of a 10th-century fort, which has been reclaimed by the wilderness, provides both shelter for wildlife and a unique beauty to the park. Once the scene of royal hunting parties, Ranthambore National Park is now one of the best places to see tigers in the wild.

Learn more at steppestravel.com

[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

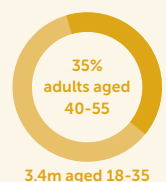
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



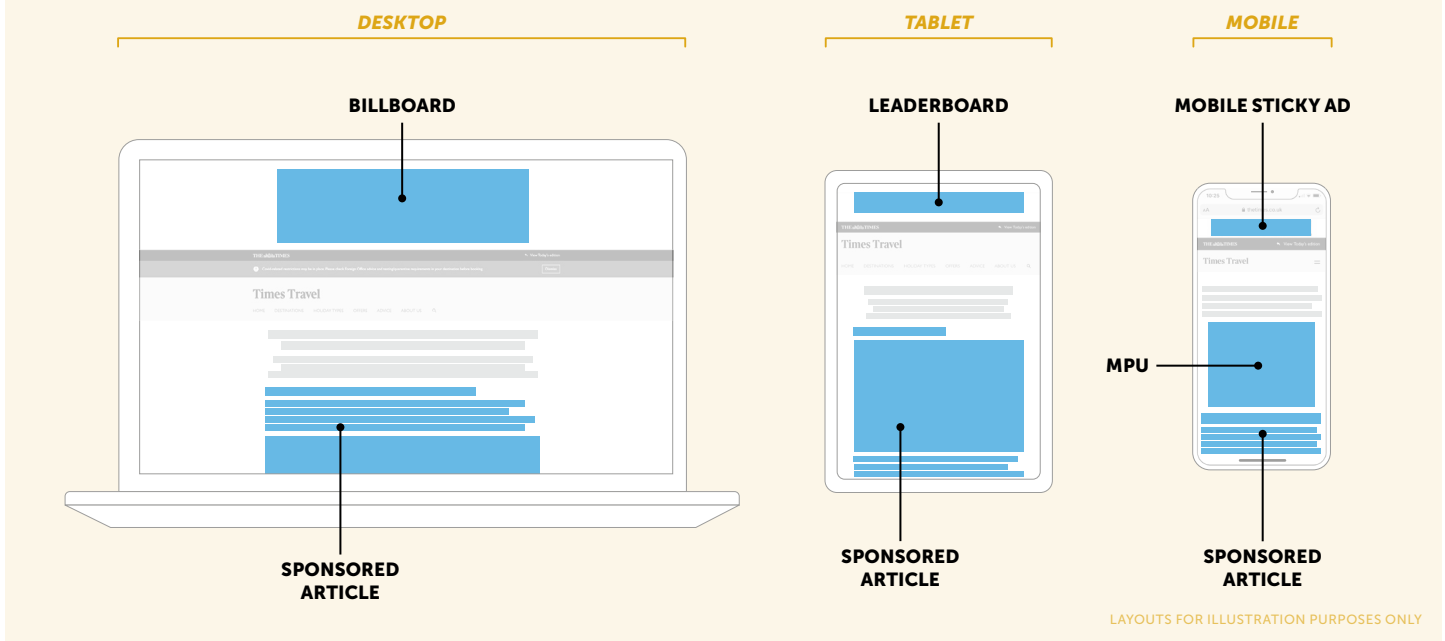
AGE



[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

- Travel 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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