

GIVE IN TO YOUR WANDERLUST WITH 10 TOP BRANDS TO MAKE YOUR NEXT TRIP TO THE MIDDLE EAST 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: Middle East 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.

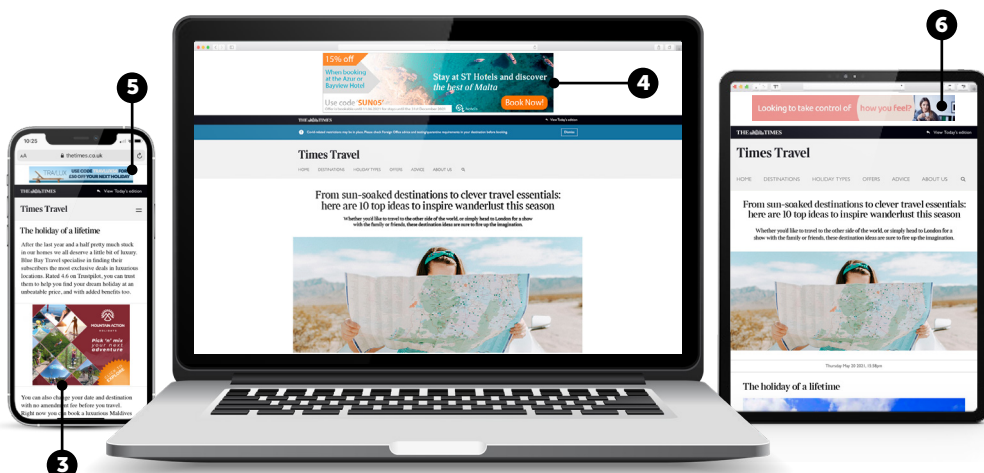
The Times Online reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Travel: Middle East Top 10 Checklist** therefore serves as the essential guide to help those looking for inspiration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

Curated by an experienced team of *The Times Online* copywriters, **Travel: Middle East Top 10 Checklist** showcases a high-quality selection of 10 top highlights of the Middle East, ranging from destinations, hotels and resorts, multi-day adventures, airlines, tours, unique experiences and more – this is the space to promote the best that the Middle East has to offer.

Travel: Middle East 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 Hotel Bahrain Bay



Set on its own private island in the heart of Manama, Four Seasons Hotel Bahrain Bay offers the ultimate winter break combination of beach holiday and urban getaway.

Kids can have a splashing time at the waterpark and teens can get into arcade and gaming at the beach club while parents go kayaking or paddleboarding. There are family and adults-only pools, and the magnificent spa and state-of-the-art gym invite you to be pampered or work out, whichever you prefer.

Food lovers can take a world tour every evening, from tables with dazzling skyline vistas to beachside dining. The CUT by Wolfgang Puck and noAsian Cuisine restaurants are a must.

And when it's finally time to retreat, spacious rooms and suites with sea views are ideal for families and couples to unwind in style and comfort after a day of fun in the sun.

The hotel is within easy reach of Bahrain's historical and cultural gems such as the Pearling Path, historic Manama Souq, and the ancient harbour and capital of Dilmun – a UNESCO World Heritage site.

Discover exclusive offers at fourseasons.com/bahrain/offers

For reservations: +973 1715000, reservations.bah@fourseasons.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

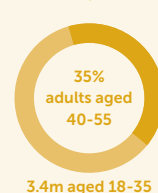
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER

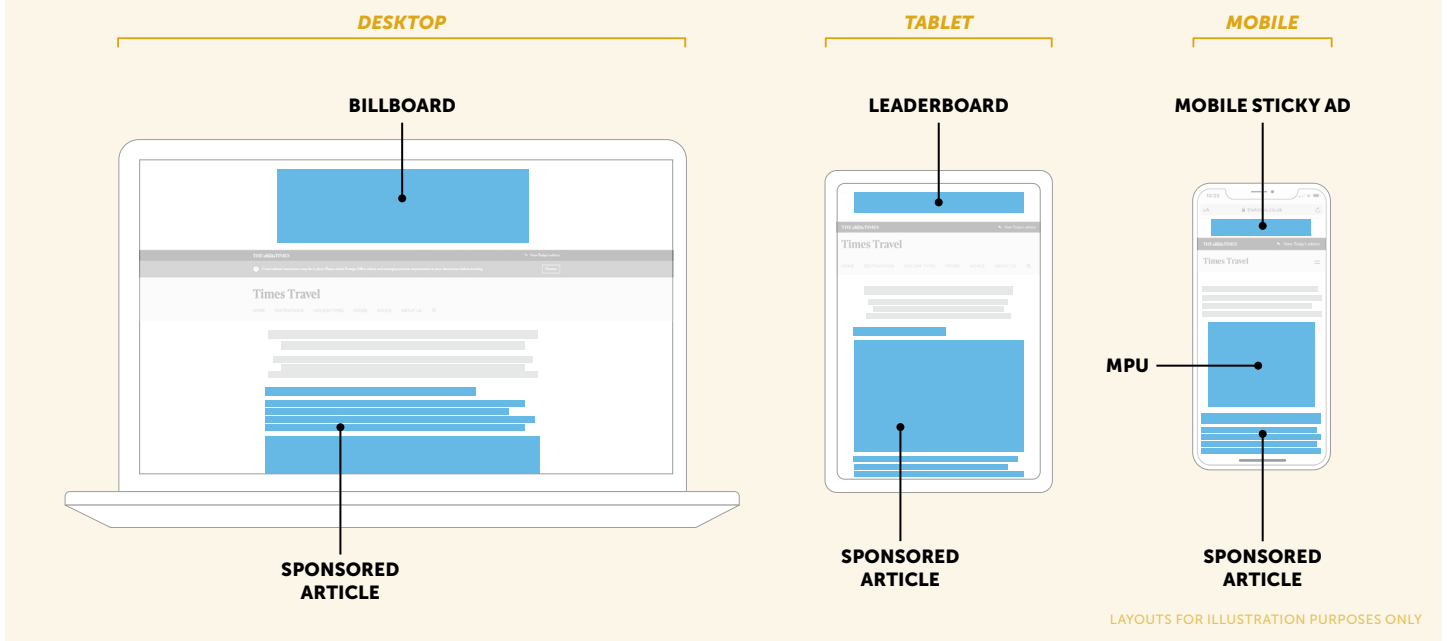


AGE



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

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](#).

CONTACT DETAILS
Hurst Media Company
1 Phipp Street, London,
EC2A 4PS

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES
Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk
PRODUCTION DEPT.
Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

