

GIVE IN TO YOUR WANDERLUST WITH 10 TOP BRANDS TO MAKE YOUR NEXT NORDIC 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: Nordic Special 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.

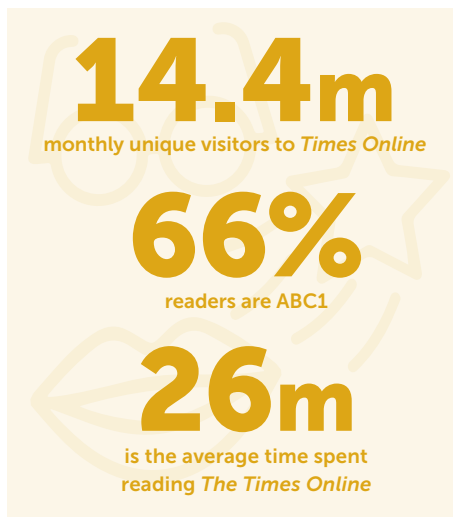
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Travel: Nordic Special Top 10 Checklist** therefore serves as the essential guide to help those looking for inspiration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

Curated by an experienced team of *The Times Online* copywriters, **Travel: Nordic Special Top 10 Checklist** showcases a high-quality selection of 10 highlights of Nordic countries, ranging from destinations, hotels and resorts, experiences and tours, attractions, events, restaurants, bars, rental companies and more – this is the space to promote the best that Nordic travel has to offer.

**Travel: Nordic Special 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



### SPONSORED ARTICLE EXAMPLE

Nicetravel Iceland **2**



A country as extraordinary as Iceland deserves to be explored properly, and someone with intimate local knowledge can make the perfect guide.

Nicetravel Iceland invites its clients to take a peek into every corner of the country, from coast to lagoon, mountain to lava plain. Offering guided group tours that start from Reykjavik, Nicetravel prides itself on itineraries that do it all – must-see spots like the Golden Circle, hidden treasures along the Ring Road and the untouched beauty of the Westfjords. Its Golden Circle, Blue Lagoon & Kerid Volcanic Crater package has been recognised in the Top 20 tours of Northern Europe by Viator.

Nicetravel Iceland's small group tours provide a personal, laid-back experience. Stand and stare in awe at majestic waterfalls, wander across ancient glaciers or find peace in secluded fjords. Each tour goes beyond the obvious postcard stops, instead inviting visitors to connect with the heart of Iceland. Take in new wonders every day and create memories that will last for ever.

Book tours in Iceland at [nicetravel.is](http://nicetravel.is)

[CLICK HERE TO SEE A PREVIOUS 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

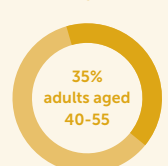
### DEMOGRAPHICS

**GENDER**



54% 46%

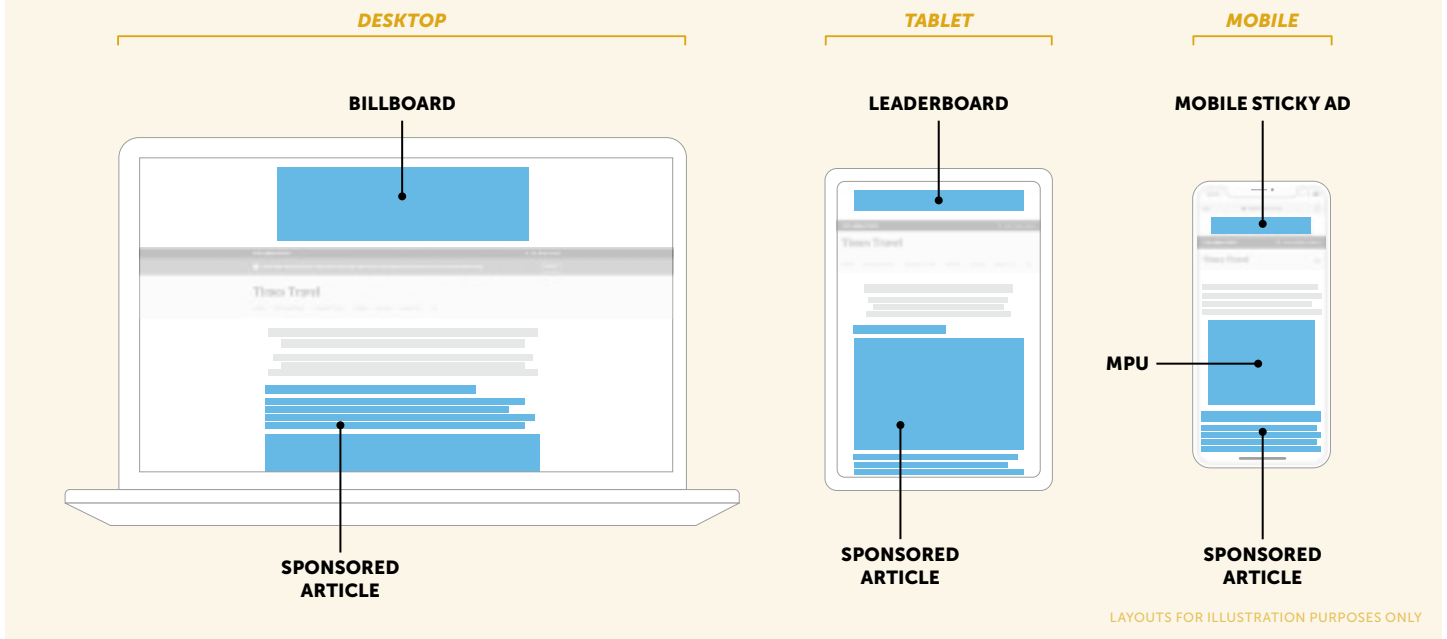
**AGE**



3.4m aged 18-35

[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](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 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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