

# Arts and Culture TOP 10 *checklist* ✓

## THE ARTS: 10 TOP PLACES AND BRANDS FOR EVERYTHING ARTS AND CULTURE

(Eventual title will be chosen by the TimesOnline on basis of SEO score to drive highest traffic, engagement and searchability)



## PUBLISHED WITH THE TIMES ONLINE

The **Arts and Culture Top 10 Checklist** is a native feature of 10 sponsored articles published on *TimesOnline*. 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 *TimesOnline* and includes individual links for the benefit of all 10 advertising partners.

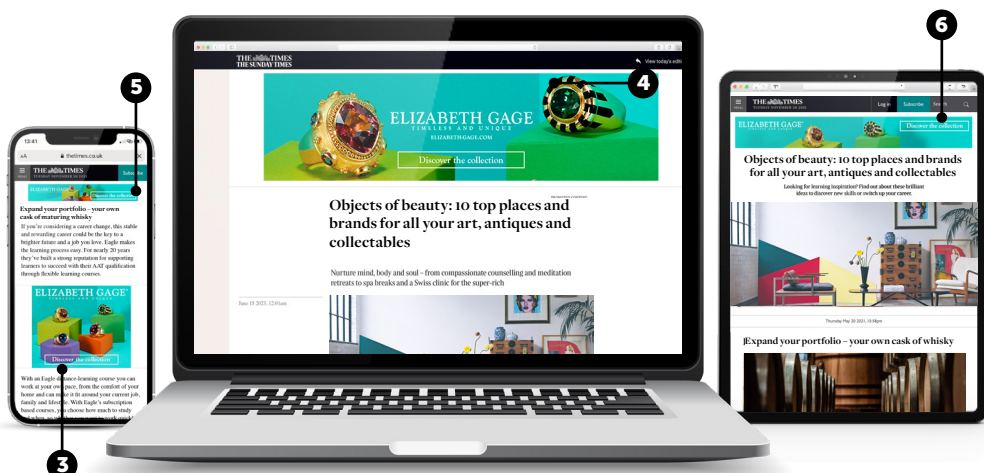
With over 66% of readers in the ABC1 social economic profile, *TimesOnline* boasts a wealthy readership. The **Arts and Culture Top 10 Checklist** will therefore serve as an essential guide to inspire these readers to explore new spaces, products and themes in the UK's thriving arts and culture sector.

With 14.4 million monthly unique visitors, the *TimesOnline* is the perfect vehicle for showcasing the **Arts and Culture Top 10 Checklist**. It will include the best art galleries, exhibitions, auctions, events, fairs, pop art, gigs, festivals, magazines, cultural events and much more.

The **Arts and Culture Top 10 Checklist** is the perfect shop window for your company's products and services, giving you access to an audience with a high disposable income who are looking for new and exciting ways to spend their money.

### PARTICULARLY CONSIDERING

- The *TimesOnline* reaches an audience of 8.7 million ABC1 readers across their digital platforms
- 86% of readers are more likely to have a personal income of over £50,000 per annum
- 1 in 4 *TimesOnline* readers have over £50k in savings or investments
- Readers spend on average 48 minutes reading *TimesOnline*



# 14.4m

monthly unique visitors to *TimesOnline*

# 66%

readers are ABC1

# 26m

is the average time spent reading *The TimesOnline*

### SPONSORED ARTICLE EXAMPLE

#### PopArt Fusion



Fill their home with fragrance, sound and high style with the Mr & Mrs Fragrance George II Speaker. AKA the room perfumer of the future.

Fusing a choice of six delicious scents – including tangerine, jasmine and musk, orange flower and rose, and bergamot and fig leaf – with music and light, the George II is a unique piece of pop art designed to enhance any modern space.

With a 5W speaker, capsule fragrance diffuser and multicoloured LED light – all controllable via a Bluetooth app within a range of 10 metres – the George II is a must-have for homes that like to have fun.

Available in a range of shades to suit your style, including chrome silver, chrome fuchsia and soft-touch black, the George II can transform or match your mood in moments: simply insert a scent capsule, select your preferred light setting, then sit back and relax while it plays your favourite songs.

Choose your George II at [popartfusion.com](http://popartfusion.com)

[CLICK HERE TO SEE A LIVE 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

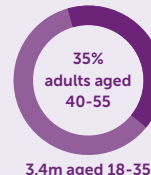
- Published in content relevant areas and hosted on the *TimesOnline* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

#### GENDER



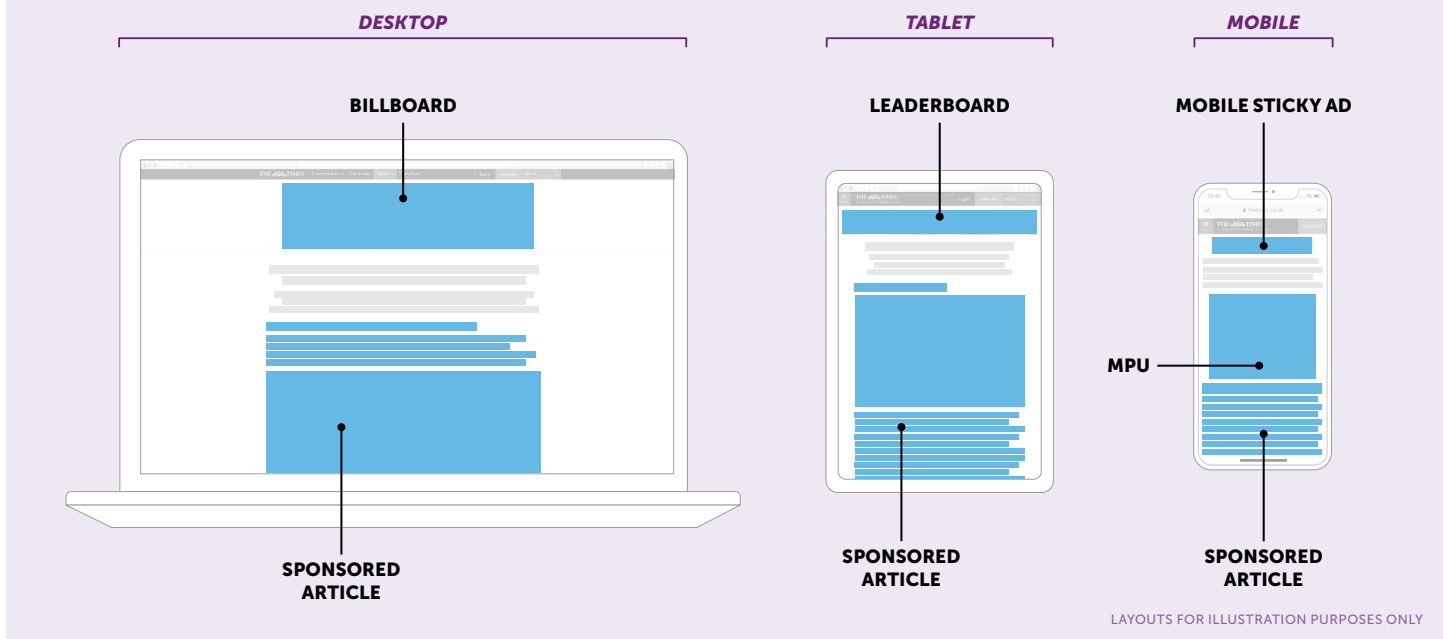
#### AGE



[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 *TimesOnline*
- **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 *TimesOnline*.
- Copy for advertorial features will be subedited by *TimesOnline*'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

- Arts, Antiques & Collectables Top 10 Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *TimesOnline*.
- 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 *TimesOnline*'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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