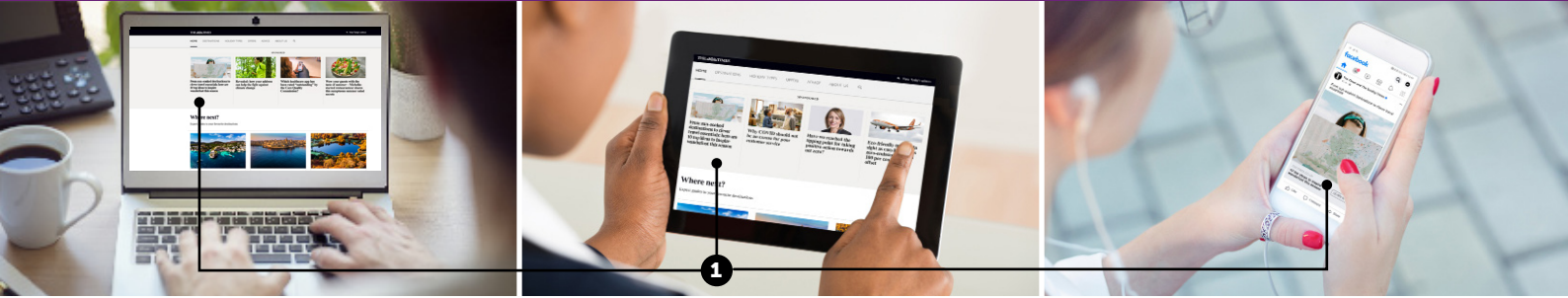


Culture, Entertainment & Arts TOP 10 *checklist* ✓

THE ARTS: 10 TOP PLACES AND BRANDS FOR EVERYTHING CULTURE, ENTERTAINMENT AND ARTS
(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 **Culture, Entertainment & Arts 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.

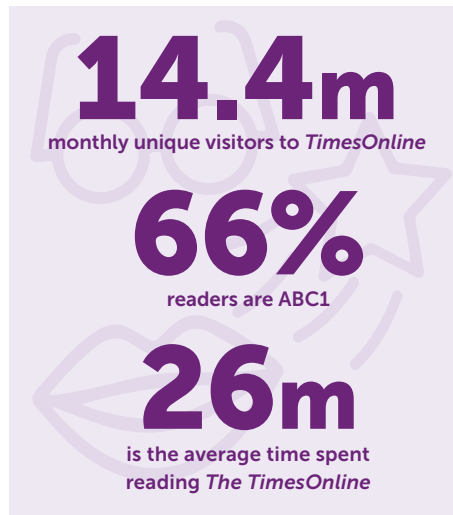
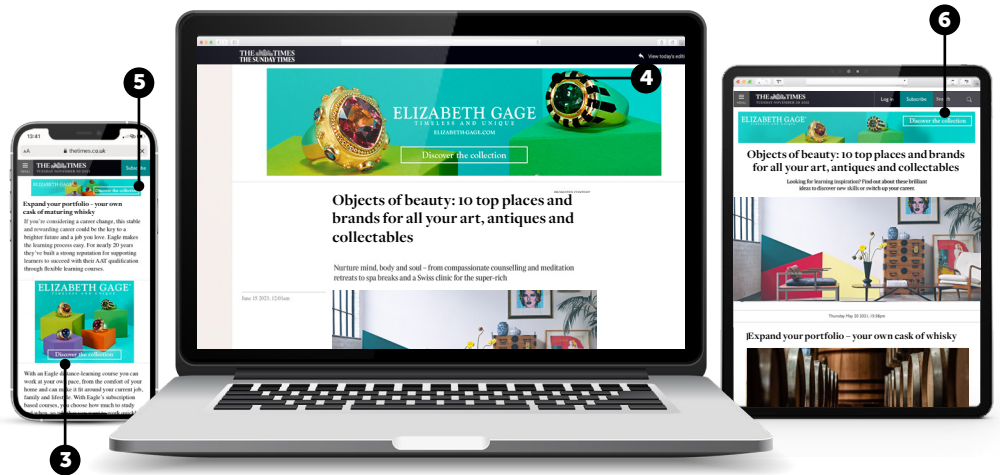
With over 66% of readers in the ABC1 social economic profile, *TimesOnline* boasts a wealthy readership. The **Culture, Entertainment & Arts Top 10 Checklist** will therefore serve as an essential guide to inspire these readers to explore new spaces, products and themes in the UK's thriving arts and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

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

The **Culture, Entertainment & Arts 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*



SPONSORED ARTICLE EXAMPLE

London Art Fair 2025 – booking now



Returning for its 37th edition to get the 2025 international art calendar off to an inspiring start, the London Art Fair presents an opportunity to enjoy the finest culture at Islington's Business Design Centre, from January 22-26.

A must for art lovers and collectors at all levels, this is a chance to explore highlights from an exceptional line-up of over 120 leading modern and contemporary art galleries from around the world. Discover emerging and established artists alongside 20th-century masters. And while you are there, engage with sensational live performances, immersive installations and an inspiring programme of talks and tours. There are also workshops that provide a timely review of today's art market, highlighting trend forecasts and sharing tips on building your art collection.

Also, don't miss the chance to discover remarkable work from the London Art Fair's museum partner, the Sainsbury Centre, including pieces by Francis Bacon, Elisabeth Frink, Alberto Giacometti, Pablo Picasso and Yinka Shonibare.

Secure your tickets today at londonartfair.co.uk, to discover the very best of modern and contemporary art. Preview tickets January 21. Stay in touch on Instagram [@londonartfair](https://www.instagram.com/londonartfair).

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

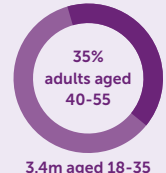
- Published in content relevant areas and hosted on the *TimesOnline* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



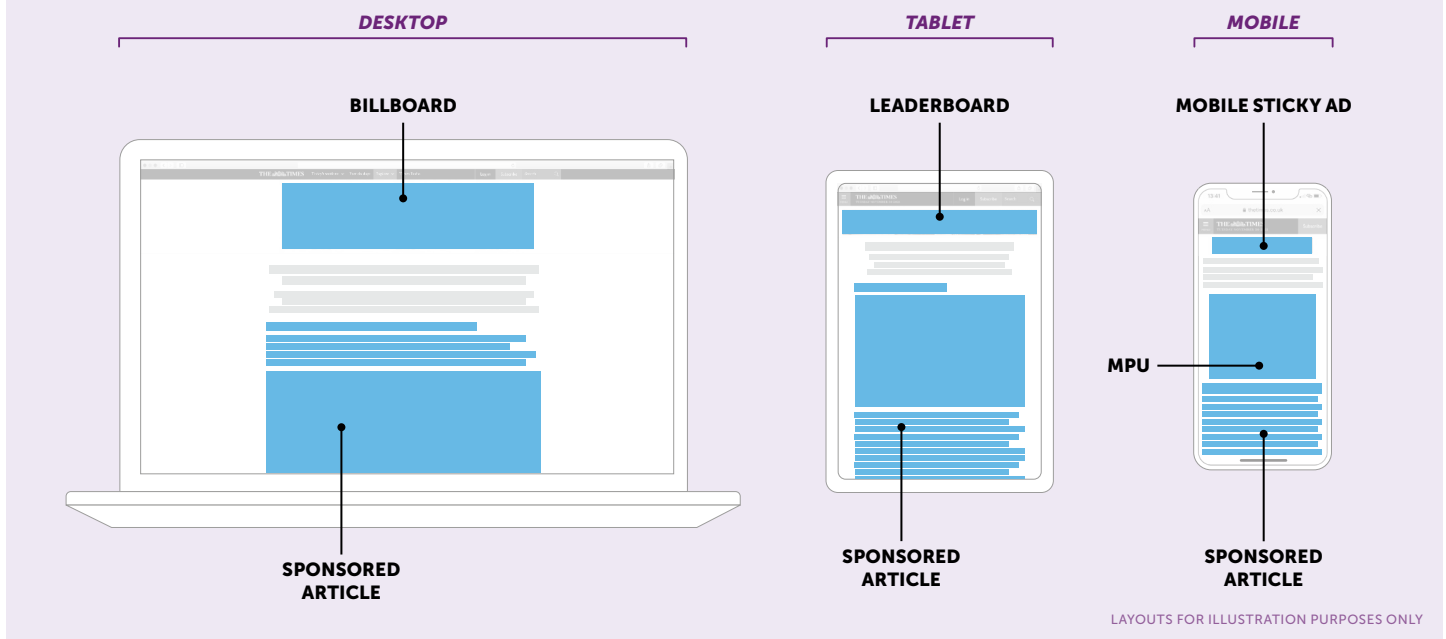
AGE



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

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](#).

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

