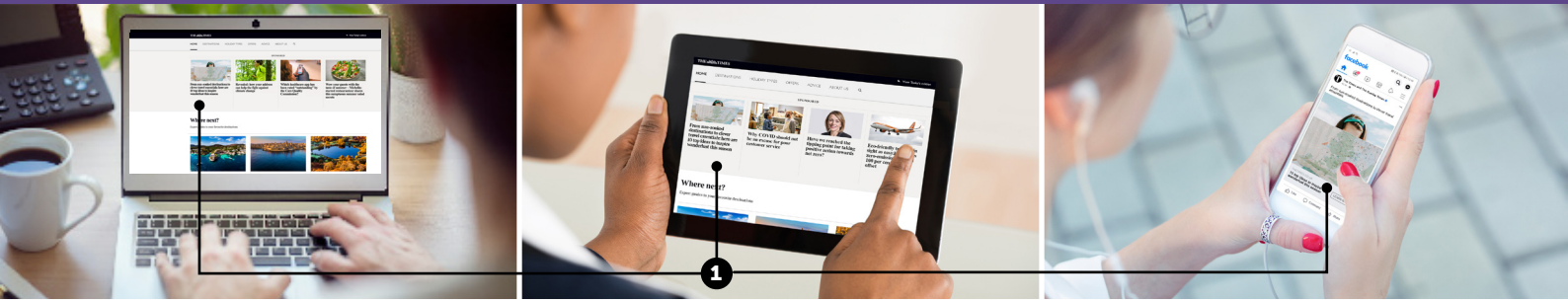


Franchising TOP 10 *checklist* ✓

HERE ARE 10 TOP FRANCHISORS THAT CAN ADD TO YOUR BUSINESS EXPANSION

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



PUBLISHED WITH THE TIMES ONLINE

The **Franchising 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.

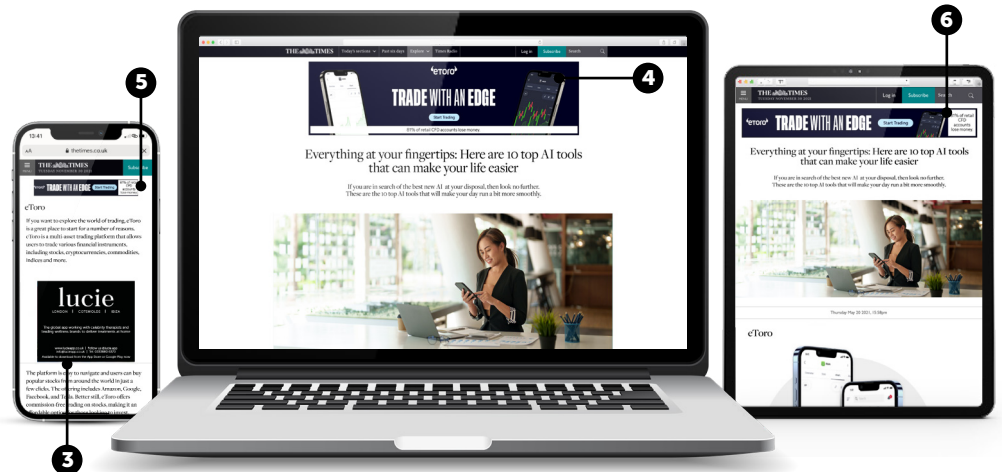
With over 66% of readers in the ABC1 socioeconomic profile, *The Times Online* boasts an affluent readership. This readership believes it is worth paying extra for quality products and brands. The **Franchising Top 10 Checklist** will therefore serve as an essential guide for these readers – around 33% of franchisees operate more than one franchise, with *The Times Online* an ideal platform to advertise to affluent readers looking to expand their business portfolios.

Curated by an experienced team of *The Times Online* copywriters, the **Franchising Top 10 Checklist** showcases a high-quality selection of franchisors from a range of industries such as food and drink, marketing, homecare, education, travel, estate agency, banking, auto innovations and many more.

The **Franchising Top 10 Checklist** is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment; an affluent ABC1 audience primed to invest in a franchise; and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- A total of 66% of *The Times Online* readers are ABC1
- 1 in 4 *Times Online* readers have over £50k in savings or investments



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

Humboldt Financial



For the financially secure, there are management options to consider when planning for the future. Humboldt Financial aims to help clients achieve economic freedom through personalised strategic advice.

Founded by Francis Gail, the London-based firm is built around a small, dedicated team with expertise in a range of services.

Its motto, "trusted advice for a changing world", demonstrates why Humboldt appeared on FTAdviser's top 100 list of financial advisers in 2023. Its consultants understand the evolving needs of customers throughout their work and home lives, and pride themselves on peer recognition, as well as client testimonials.

Humboldt's specialised services include financial advice, portfolio management, property and mortgage guidance, retirement planning and benefits consulting – all of which can help people reach their personal financial goals and their desired lifestyles.

Building a respectful relationship with each client is key for Humboldt. They often have a strong understanding of their ambitions and their advisers can guide them towards the right choices.

Visit humboldtfinancial.co.uk to learn more about its services and start your journey to financial freedom.

Humboldt Financial is regulated by the Financial Conduct Authority (FCA, reference 529457). The FCA does not regulate will writing, taxation and trust advice, or certain buy-to-let mortgages. Ensure proper use of trademarks and adherence to FCA guidelines in all communications.

CLICK HERE TO SEE A LIVE TIMES ONLINE 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

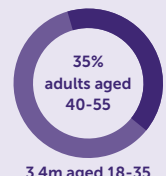
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



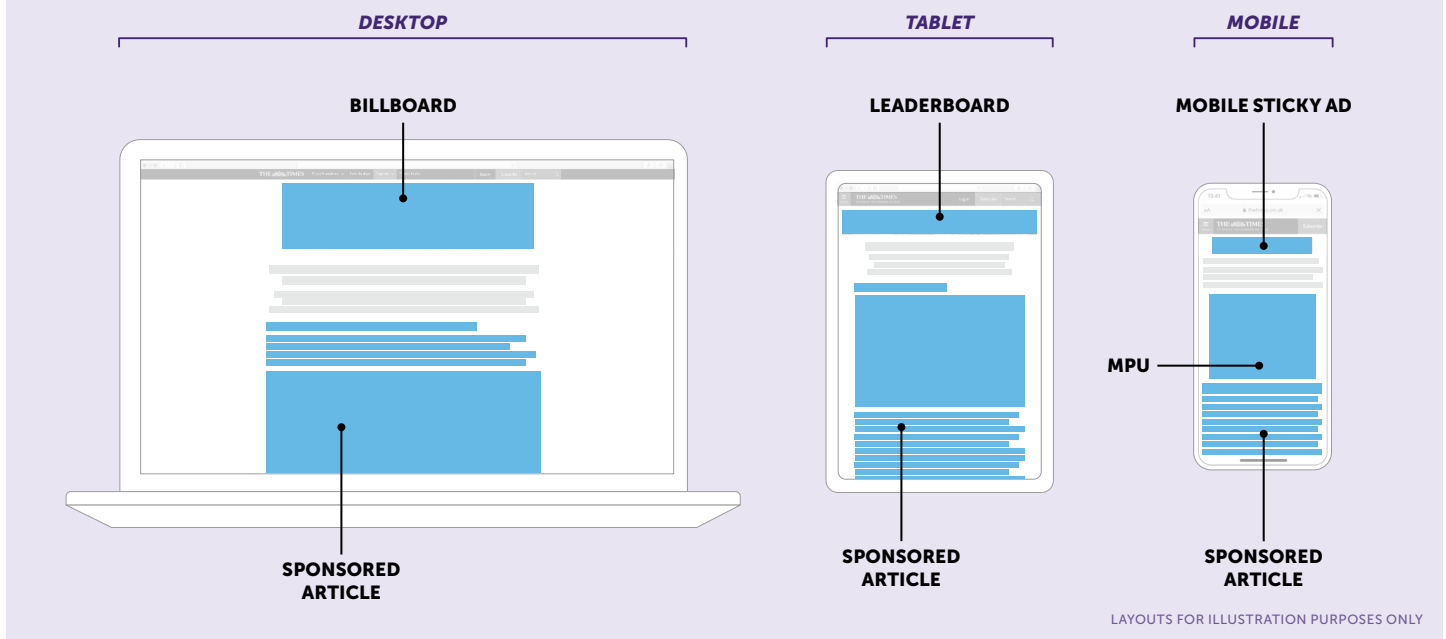
AGE



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

- AI 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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