

Retirement Planning TOP 10 *checklist* ✓

10 TOP WAYS TO PREPARE FOR THE GOLDEN YEARS

(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

Retirement Planning 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 all 10 advertising partners.

The Times boasts a mature readership, with 84% of its readers over the age of 45. Therefore, the **Retirement Planning Top 10 Checklist** is an invaluable guide for readers to make the most of retirement.

Curated by an experienced team of *The Times Online* copywriters, the **Retirement Planning Top 10 Checklist** showcases a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Retirement Planning Top 10 Checklist is the perfect shop window for brands and organisations to benefit from the robust editorial environment in *The Times*, and a readership which is highly sympathetic to the subject matter.

PARTICULARLY CONSIDERING

- *Times* readers have a mean family income of £55,885
- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 84% of *Times* readers are over the age of 45.



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



Look after your estate

People add many things to their list of New Year's Resolutions, like joining a gym or finding a new job, but there's one very important thing which often gets overlooked and that is writing a Will.

If you don't have a Will the rules of intestacy will decide what happens to your estate and this means your property, possessions and money may not pass to who you'd want them to. Even if you already have a Will, when was the last time it was reviewed to make sure it still matches your personal circumstances?

Make writing a Will your New Year's Resolution and speak to a fully trained and insured Member of The Society of Will Writers to receive friendly, up-to-date, and professional advice.

Contact the office today on 01522 687 888 or visit www.willwriters.com/listing to find a member in your area.

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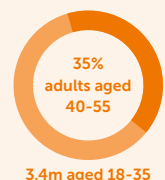
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



AGE



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