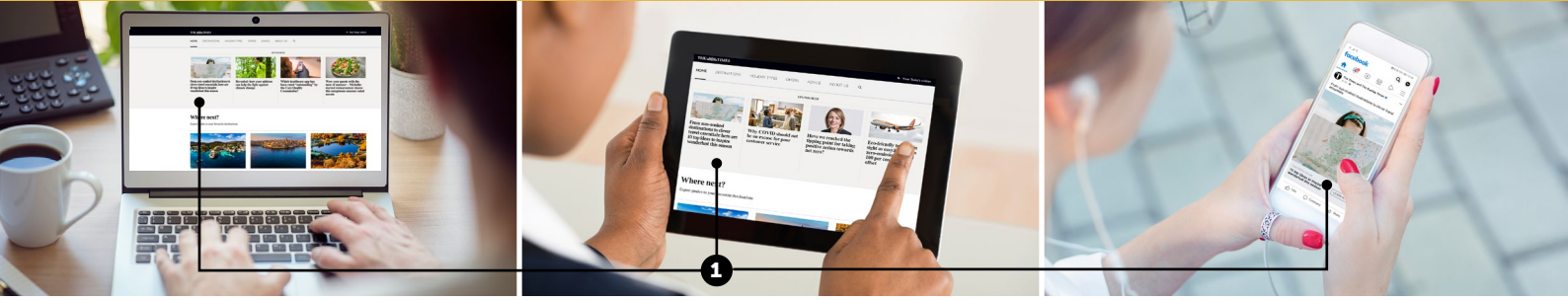


# Travel: Denmark Special TOP 10 *checklist*

GIVE IN TO YOUR WANDERLUST WITH 10 TOP BRANDS TO MAKE YOUR NEXT DANISH 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: Denmark 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.

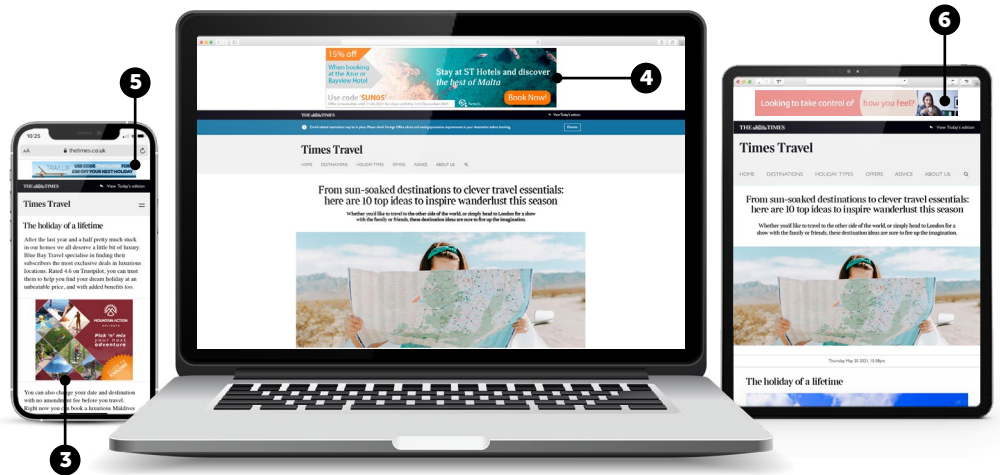
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Travel: Denmark Special Top 10 Checklist** therefore serves as the essential guide to help those looking for inspiration for their next trip to Denmark, 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: Denmark Special Top 10 Checklist** showcases a high-quality selection of 10 highlights of Denmark, 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 Danish travel has to offer.

**Travel: Denmark 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



# 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

Explore the fabled charm of Denmark's capital **2**



Copenhagen, the capital of Denmark, is a captivating blend of modern innovation and historical charm. This vibrant city offers visitors a chance to explore scenic canals, world-class museums and sustainable urban design. One of its most famous landmarks is the Little Mermaid statue, inspired by Hans Christian Andersen's beloved fairy tale. Perched on a rock by the Langeltine promenade, the statue has become a symbol of the city's deep literary and maritime heritage.

Beyond the Little Mermaid, Copenhagen is known for its blend of modern and futuristic architecture such as the Royal Danish Opera House, along with historic sites like Frederik's Church, as well as the iconic colourful houses along the canal in Nyhavn harbour. Visitors can stroll or bike through cobblestone streets, enjoy local cuisine, and experience the hygge lifestyle of coziness and contentment. Whether it's enjoying a boat ride through the harbour or relaxing in one of its lush parks, Copenhagen offers a unique and unforgettable travel experience.

[CLICK HERE TO SEE A PREVIOUS 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

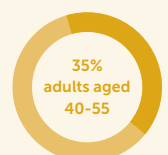
### DEMOGRAPHICS

**GENDER**



54% 46%

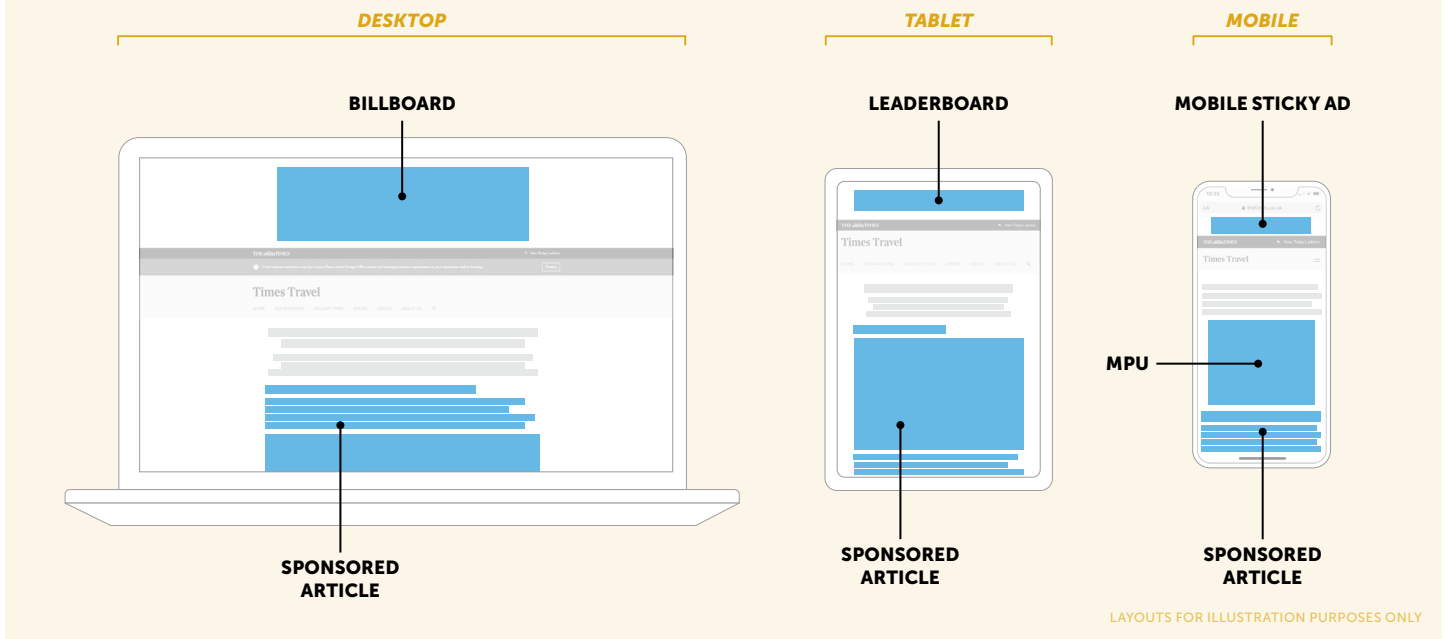
**AGE**



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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