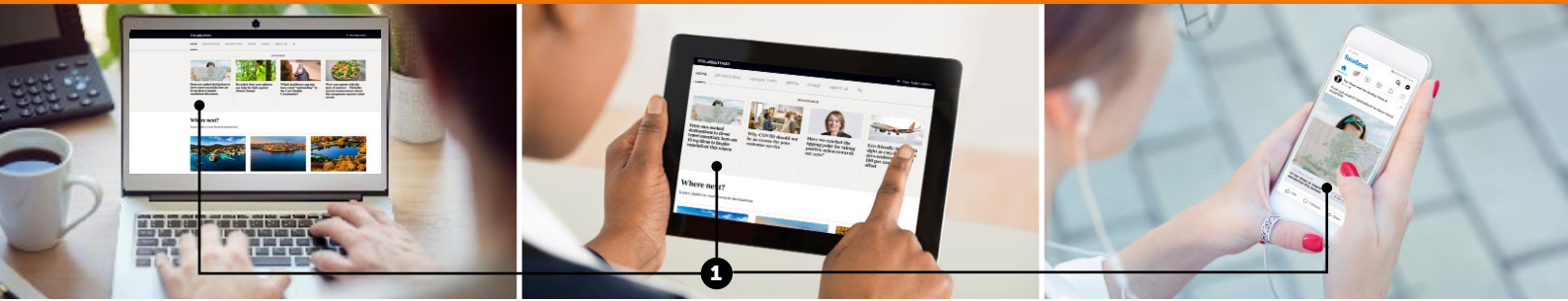


# Retirement Planning TOP 10 *checklist*

## 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 Living 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.

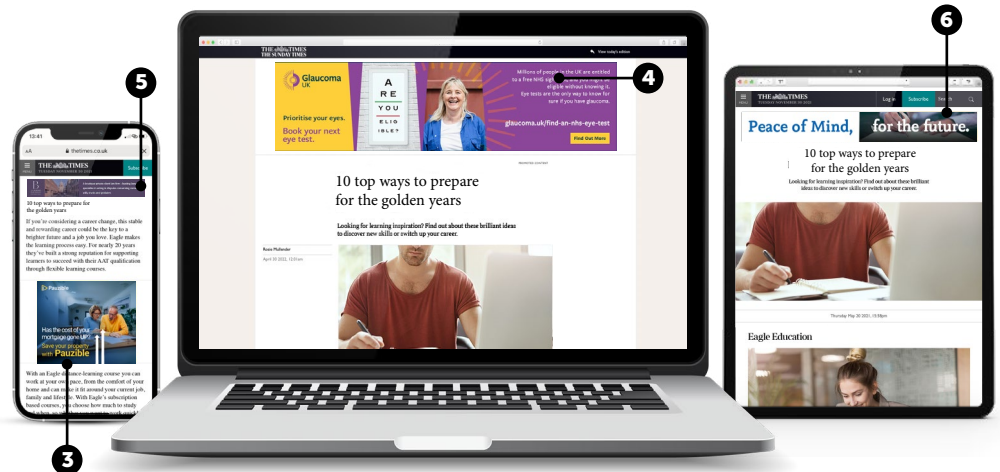
*The Times* boasts a mature readership, with 84% of its readers over the age of 45. Therefore, the **Retirement Living Top 10 Checklist** is an invaluable guide for readers to make the most of retirement.

Curated by an experienced team of *The Times Online* copywriters, the **Retirement Living 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 Living 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](http://www.willwriters.com/listing) to find a member in your area.

[CLICK HERE TO SEE A LIVE FEATURE](#)

### RATE CARD

#### Sponsored article and banner package **£15,000**

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

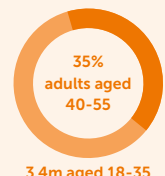
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

#### GENDER



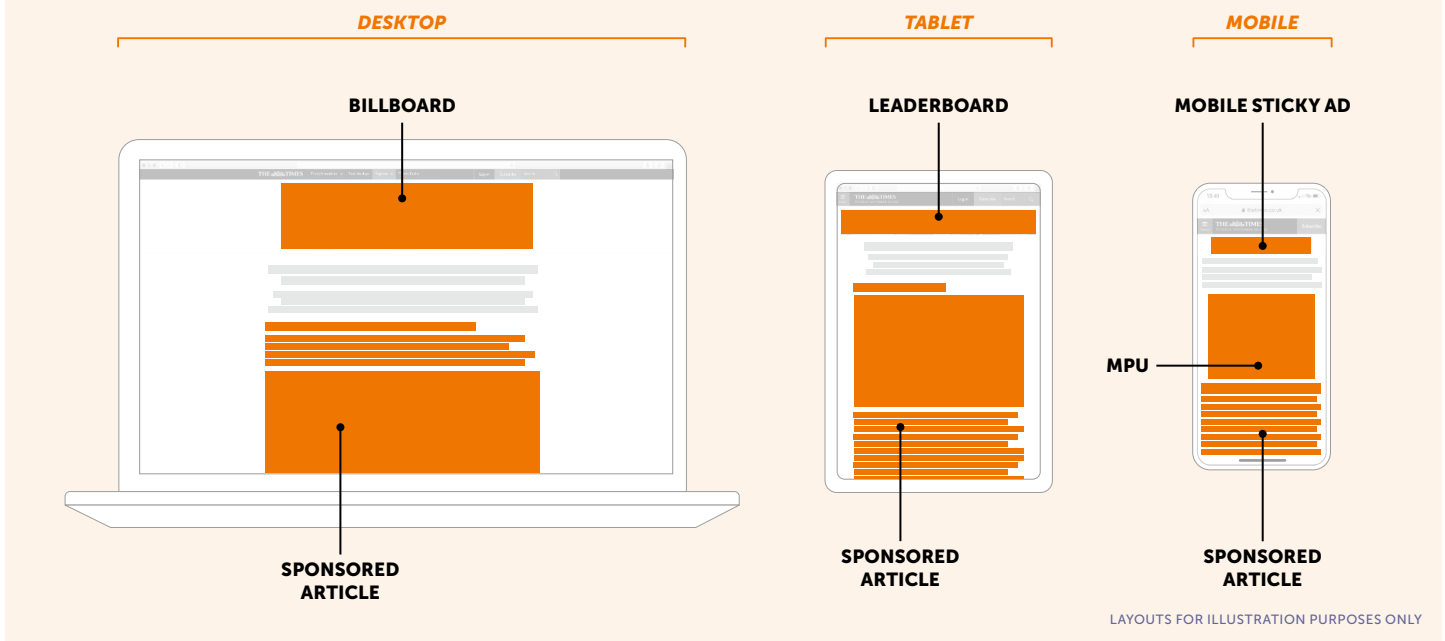
#### AGE



[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](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

- Retirement Living 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](#).

**CONTACT DETAILS**  
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