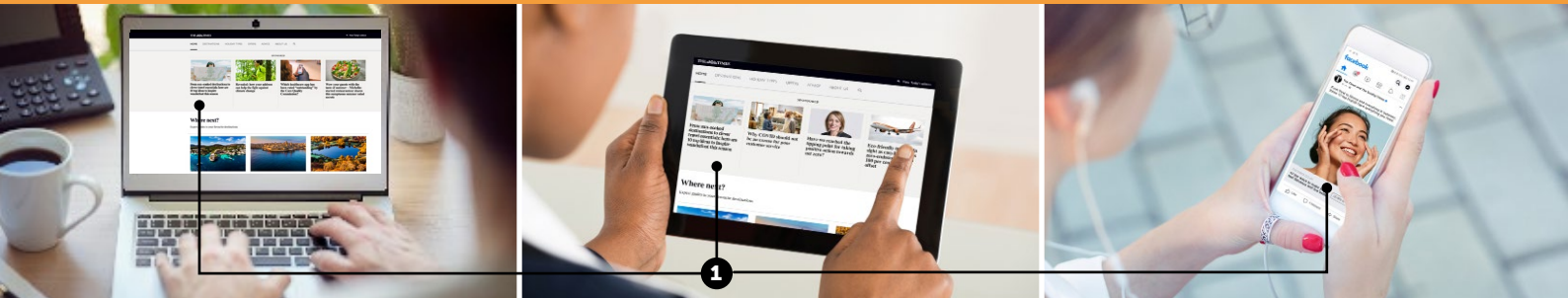


Family TOP 10 *checklist* ✓

GET INSPIRED AND TRANSFORM YOUR FAMILY LIFE WITH THESE 10 TOP IDEAS
(Eventual title will be chosen by the Times Online on basis of SEO score to drive highest traffic, engagement and searchability)



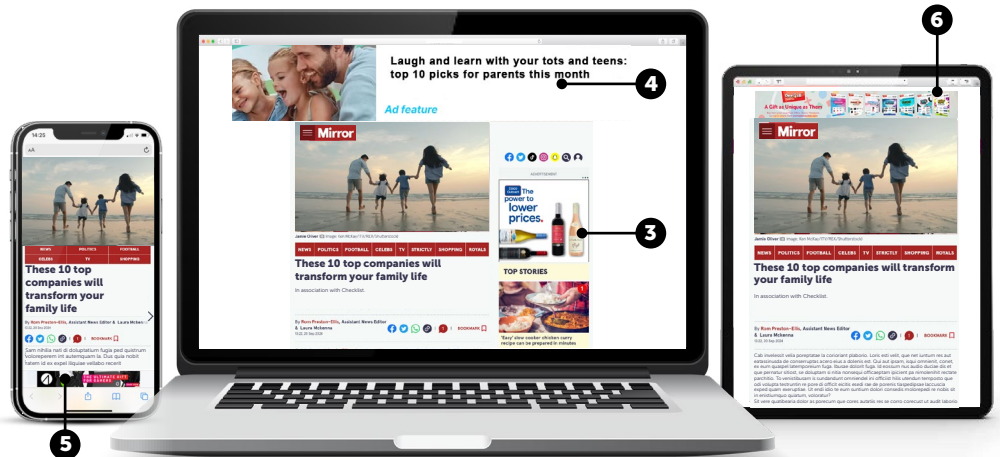
PUBLISHED WITH THE **Mirror**.CO.UK

The **Family Top 10 Checklist** is a native feature of 10 sponsored articles published on the Mirror.co.uk. It appears in content relevant areas of the website and is promoted by way of circa 2.5 million ad-site traffic drivers **1** – the advertorial content is hosted perpetually on *Mirror.co.uk* and includes individual links for the benefit of all 10 advertising partners.

Curated by an experienced team of *Mirror.co.uk* copywriters, this native feature showcases a high quality selection of top 10 products and services, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

Mirror.co.uk is one of the UK's leading digital newsbrands, with more than 21 million monthly unique visitors. With 60% of readers who are ABC1, 75% who are Main Shoppers and 36% who are Parents of Under 18s, **Family Top 10 Checklist** serves as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holidays.

Family Top 10 Checklist is the perfect shop window for brands and organisations looking to benefit from *Mirror.co.uk*'s robust editorial environment, a mass readership who are concerned about preparing for the festive season and crucially the gravitas of being featured on one of the UK's most popular news websites.



174m
monthly page views

60%
of readers are ABC1

75%
are the main shoppers

SPONSORED ARTICLE EXAMPLE



A third of parents worry about their child's safety online (Image: MoMo Productions/Getty Images)

Parents have shared the top rules they set to keep their children safe online – such as never accepting requests from strangers, and never sharing personal data, such as their address.

Not paying for anything online, and asking permission before downloading anything, are other top boundaries mums and dads put in place to ensure online safety.

Article continues below

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

RATE CARD

Sponsored article and banner package £15,000

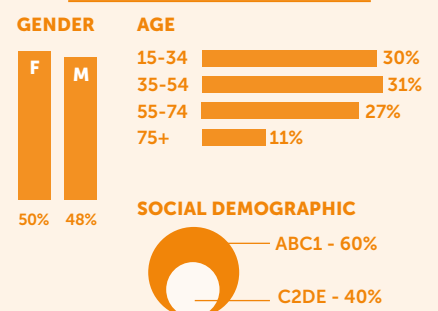
Promoted by way of 2.5m ad-site traffic drivers:
1 sponsored article **2**, 1 MPU **3**, 1 billboard **4**,
1 mobile banner **5**, 1 leaderboard **6**

Competition Upgrade £1,000

DISTRIBUTION

- Published in content relevant areas and hosted on *Mirror.co.uk* perpetually
- Promoted by way of circa 2.5m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

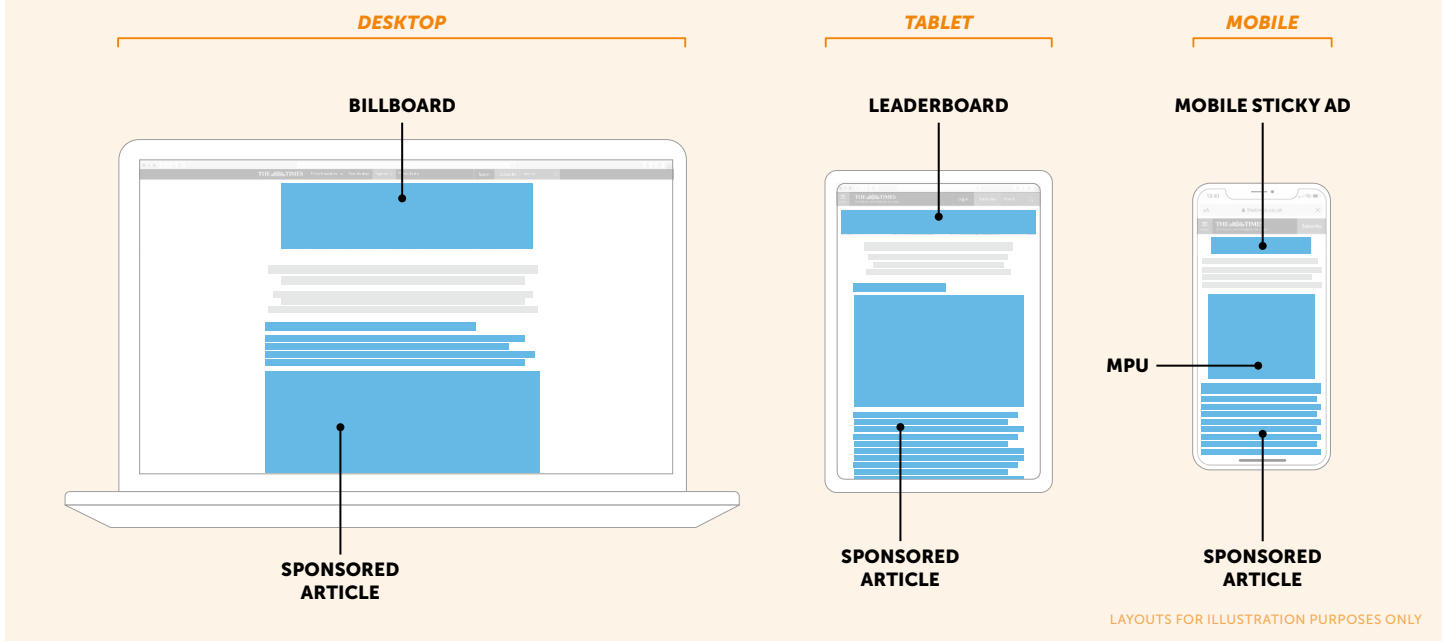


[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

All ad-site drivers are dictated by Times algorithms, promoted at News UK's discretion

*Facts and figures from Reach PLC.

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

- Family 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
Hurst Media Company
United House, North Road
N7 9DP

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

