

Motoring TOP FIVE *checklist*

FIVE TOP BRANDS TO KEEP YOU ON THE ROAD

(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

Motoring Top Five Checklist is a native feature of five sponsored articles published on *The Times Online*. It appears in content relevant areas of the website and is promoted by way of circa 5 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 five advertising partners.

The Times Online reaches an audience of 9.5 million ABC1 readers across their digital platforms. Thanks to first-rate content by the some of the most respected motoring journalists, *The Times Online* is the perfect vehicle for showcasing **Motoring Top Five Checklist**, which will serve as an essential guide for readers to discover more about the glamorous world of cars.

Curated by an experienced team of *The Times Online* copywriters, **Motoring Top Five Checklist** showcases a high-quality selection of five top products and services, including classic car auctions, dealerships, insurance and leasing options, maintenance and paint jobs, as well as courses, services and scenic days out.

Motoring Top Five Checklist is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, an affluent, engaged and influential ABC1 audience, who are highly susceptible and confident in making their buying decisions.

PARTICULARLY CONSIDERING

- 86% of readers are more likely to have a personal income of over £50,000 per annum
- 1 in 4 have *Times Online* readers have over £50k in savings or investments
- Readers spend on average 26.6 minutes reading



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



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

RATE CARD

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

Promoted by way of circa 5m 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

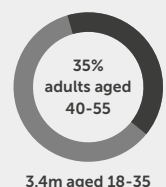
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 5m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER



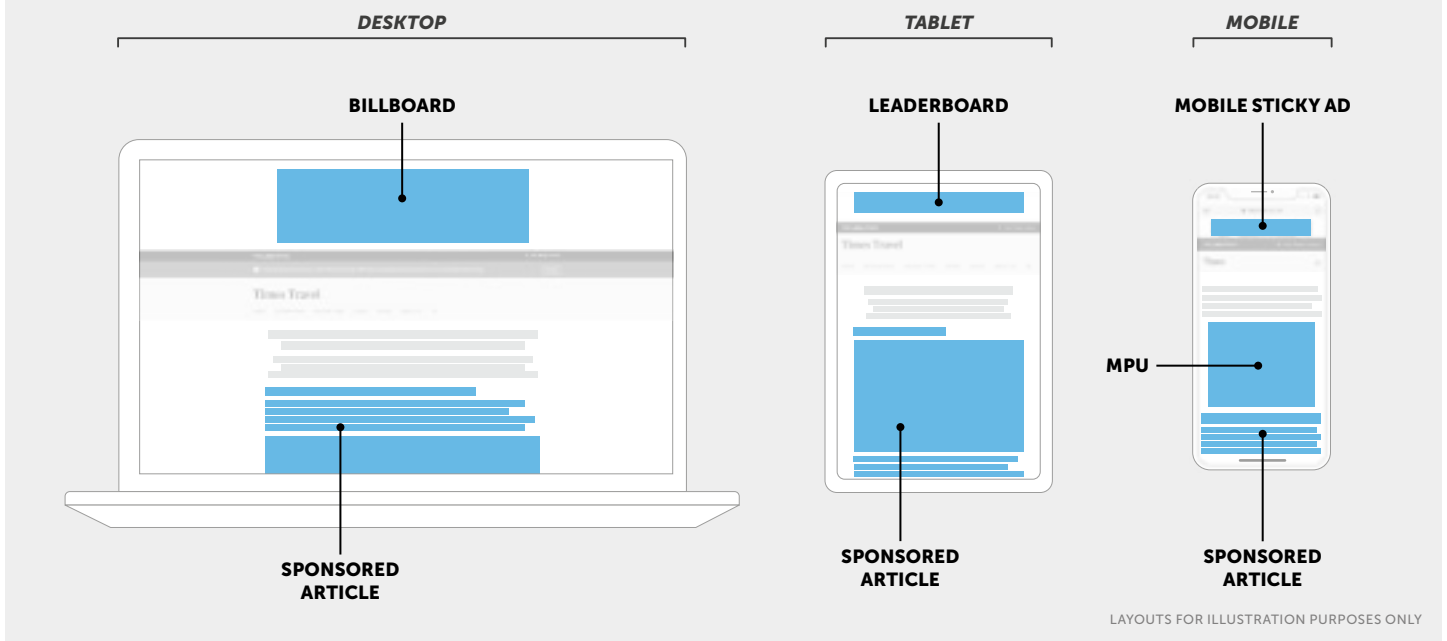
AGE



[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

- Motoring Top Five 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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