

# Travel: Caribbean TOP 5 *checklist*

GIVE IN TO YOUR WANDERLUST WITH 5 TOP BRANDS TO MAKE YOUR NEXT TRIP TO THE CARIBBEAN 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: Caribbean Top 5 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.

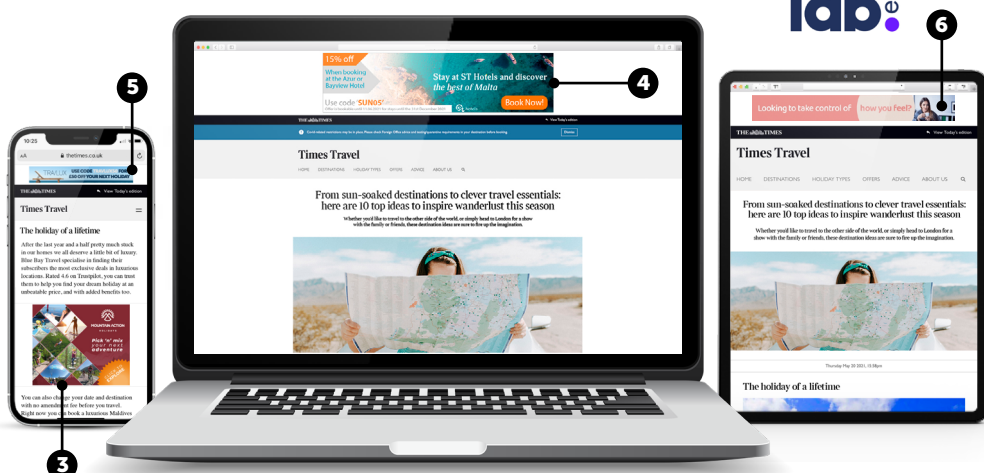
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Travel: Caribbean Top 5 Checklist** therefore serves as the essential guide to help those looking for inspiration for their next trip to the Caribbean, whether it's a beach escape or island-hopping adventure.

Curated by an experienced team of *The Times Online* copywriters, **Travel: Caribbean Top 5 Checklist** showcases a high-quality selection of 10 top highlights of the Caribbean, ranging from destinations, hotels and resorts, tour operators, unique experiences, airlines, restaurants, sailing charters and more – this is the space to promote the best that the Caribbean has to offer.

**Travel: Caribbean Top 5 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



## SPONSORED ARTICLE EXAMPLE

### Grand Bahama Island



Just 55 miles from Florida, Grand Bahama offers adventure, relaxation and cultural immersion. Swim with dolphins in crystal clear waters, explore coral reefs that team with tropical fish or simply unwind on one of the island's 44 white sand beaches.

Looking for R&R? You can get a massage by the ocean, take a romantic sunset catamaran cruise and gather around a bonfire under the stars. For dinner, venture to West End, a charming fishing town, for authentic flavours of the Bahamas – whole fried lobster, fluffy pan-fried cakes and tangy pickled conch salad.

At the island's eastern tip, explore one of the world's largest underwater cave systems. It's home to more than 30 dive sites, with sharks and shipwrecks. In the heart of Grand Bahama, discover a vibrant city centre for shopping, dining, resorts and spas to suit all budgets.

There's a wealth of great festivals too, including January's Junkanoo parade – a celebration of Bahamian culture – and the Grand Bahama Island Restaurant Fest in August.

Discover all the reasons to love Grand Bahama Island at [grandbahamavacations.com](http://grandbahamavacations.com)

[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



### SOCIAL



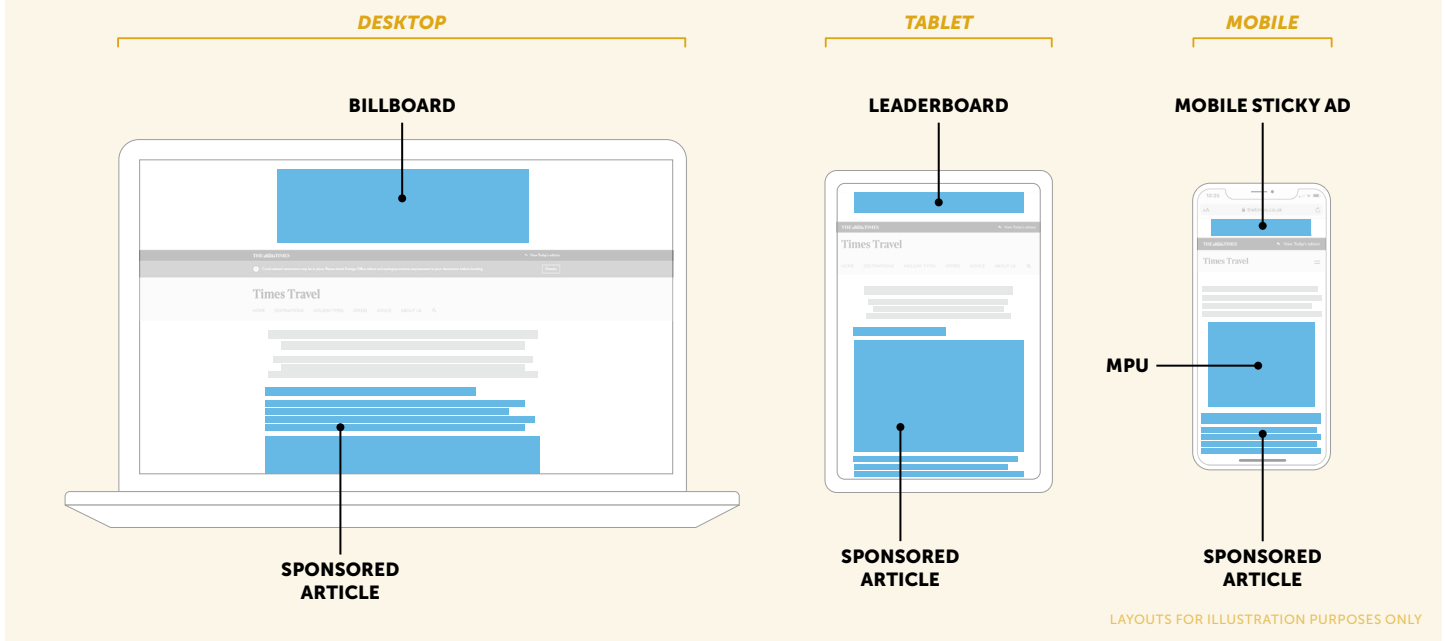
### AGE:



[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 written 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

- 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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