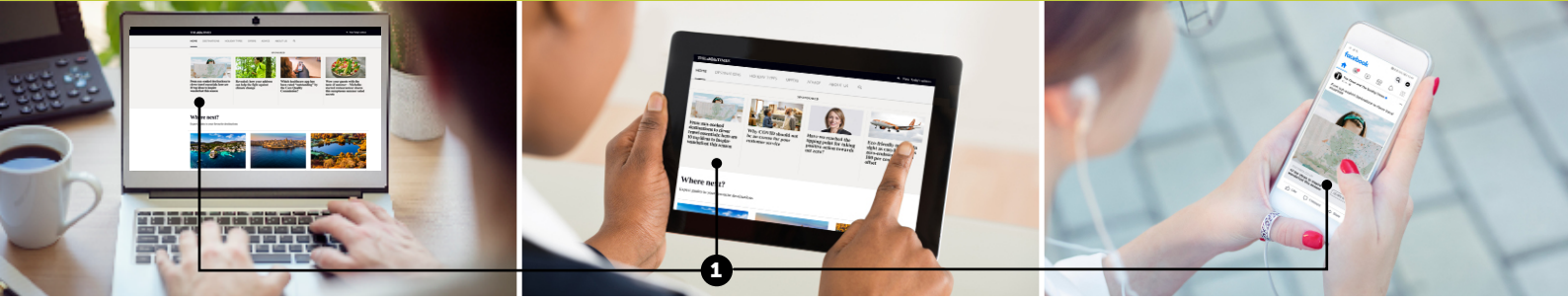


# Education TOP 10 *checklist*

## 10 TIPS TO PREPARE YOUR KIDS FOR THE UPCOMING SCHOOL YEAR

(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

**Education Top 10 Checklist** is a native feature of ten 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 ten advertising partners.

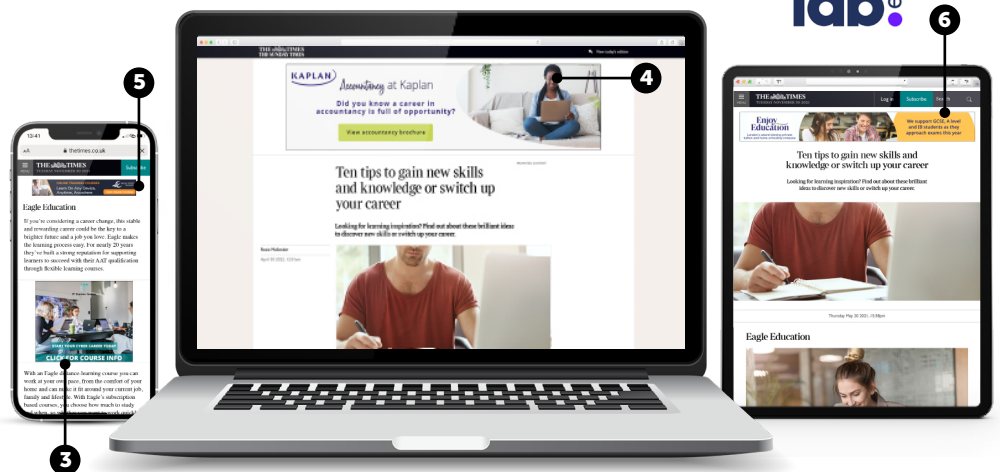
With a definitive ranking of the highest achieving 2,000 schools in *The Sunday Times Schools Guide*, *The Times* is renowned for its expert commentary on education. **Education Top 10 Checklist** will serve as an essential guide for parents looking to make the best choices available for their children.

This installment will showcase a high-quality selection of back-to-school essentials, including the best pre-schools to secondary schools, notebooks, educational apps, tutoring options, boarding schools, backpacks, clothing, as well as lunchboxes, distance learning and more.

**Education Top 10 Checklist** is the perfect shop window for brands and organisations to benefit from a time when life-changing decisions are made, and an affluent, educated audience.

### PARTICULARLY CONSIDERING

- *Times* readers have a mean family income of £55,885
- 140,000 *The Times* readers are currently employed in the education industry
- *The Times* readers are twice as likely to have a university degree or doctorate.



**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



#### Eagle Education

If you're considering a career change, this stable and rewarding career could be the key to a brighter future and a job you love. Eagle makes the learning process easy. For nearly 20 years they've built a strong reputation for supporting learners to succeed with their AAT qualification through flexible learning courses.

With an Eagle distance-learning course you can work at your own pace, from the comfort of your home and can make it fit around your current job, family and lifestyle. With Eagle's subscription based courses, you choose how much to study and when, so whether you want to work quickly and achieve your qualification as soon as possible or you want to take your time, it's totally up to you. It's a flexible and cost-effective way of learning.

Plus, Eagle now provides courses for ACCA and CIMA learners too and not only can you opt to self-study, you can have a mentor to help guide you through the order of subjects and to ensure you're starting at the right level for you.

Eagle students have an impressive success rate, exceeding the national average, so you can be sure you're getting the best experience with first class materials and tutor support.

Visit [eagle.education.co.uk](http://eagle.education.co.uk) to find out more. Sign up now and try free for seven days.

[CLICK HERE TO SEE A LIVE 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



#### SOCIAL



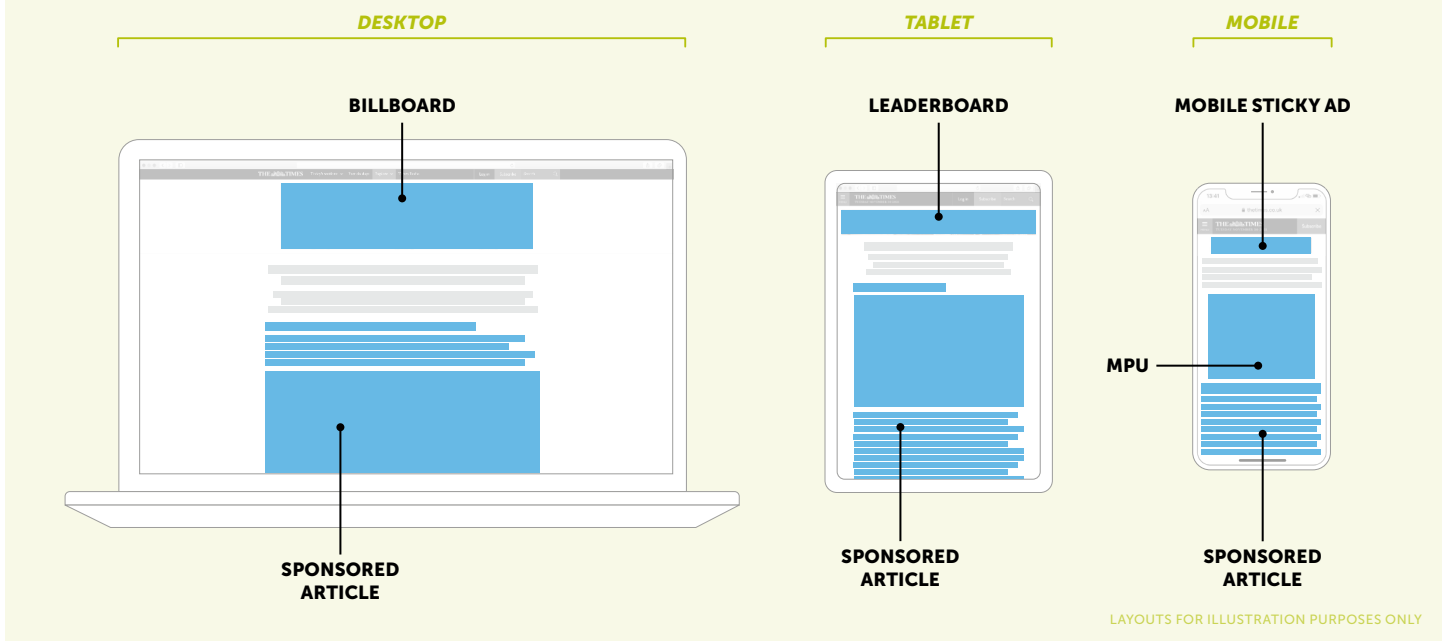
#### AGE:



[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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