

# Legal TOP 10 *checklist* ✓

HERE ARE 10 TOP BRANDS TO CONSIDER WHEN REVIEWING PERSONAL OR BUSINESS LEGAL ISSUES  
(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

The Legal 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.

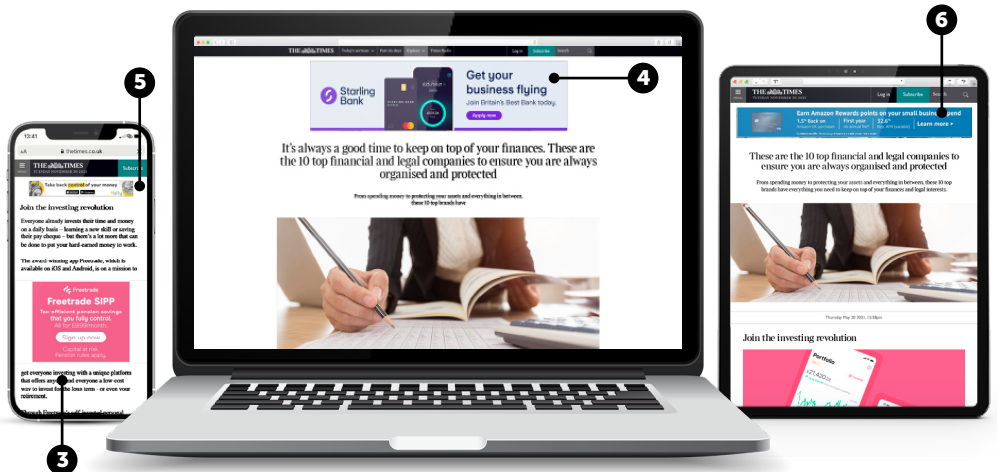
*The Times Online* reaches an audience of 9.5million ABC1 readers across their digital platforms, and 1 in 5 have researched personal finance online in the past three months. The Legal Top 10 Checklist therefore serves as the essential guide for wealthy professionals, highlighting the situations where specialist legal advice is not just helpful but essential.

Curated by an experienced team of *Times Online* copywriters, the Financial Top 10 Checklist showcases a high-quality selection of ten legal expertise and related services, addressing a broad spectrum of personal and professional needs. From property law, tax planning, and estate management to corporate structuring, dispute resolution, family law, and succession planning, it connects readers with trusted legal solutions designed to safeguard assets, minimise risk, and support both immediate priorities and long-term security.

The Legal Top 10 Checklist is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, an affluent ABC1 audience and crucially the gravitas of being featured on one of the most popular news websites.

### PARTICULARLY CONSIDERING

- 86% of readers are more likely to have a personal income of over £50,000 per annum
- 1 in 4 have over £50k in savings or investments
- 57% are more likely to be planning to change their bank or financial services provider in the next six months.
- 38% are more likely to select advertising as a key criteria of choice for financial services.



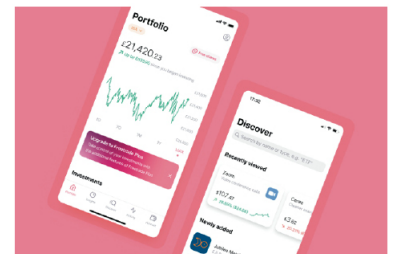
**14.4m**  
monthly unique visitors to *Times Online*

**66%**  
readers are ABC1

**26m**  
is the average time spent reading *The Times Online*

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### SPONSORED ARTICLE EXAMPLE



#### Join the investing revolution

Everyone already invests their time and money on a daily basis – learning a new skill or saving their pay cheque – but there's a lot more that can be done to put your hard-earned money to work.

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[Click here](#) to find out more. FCA Registered.

### 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

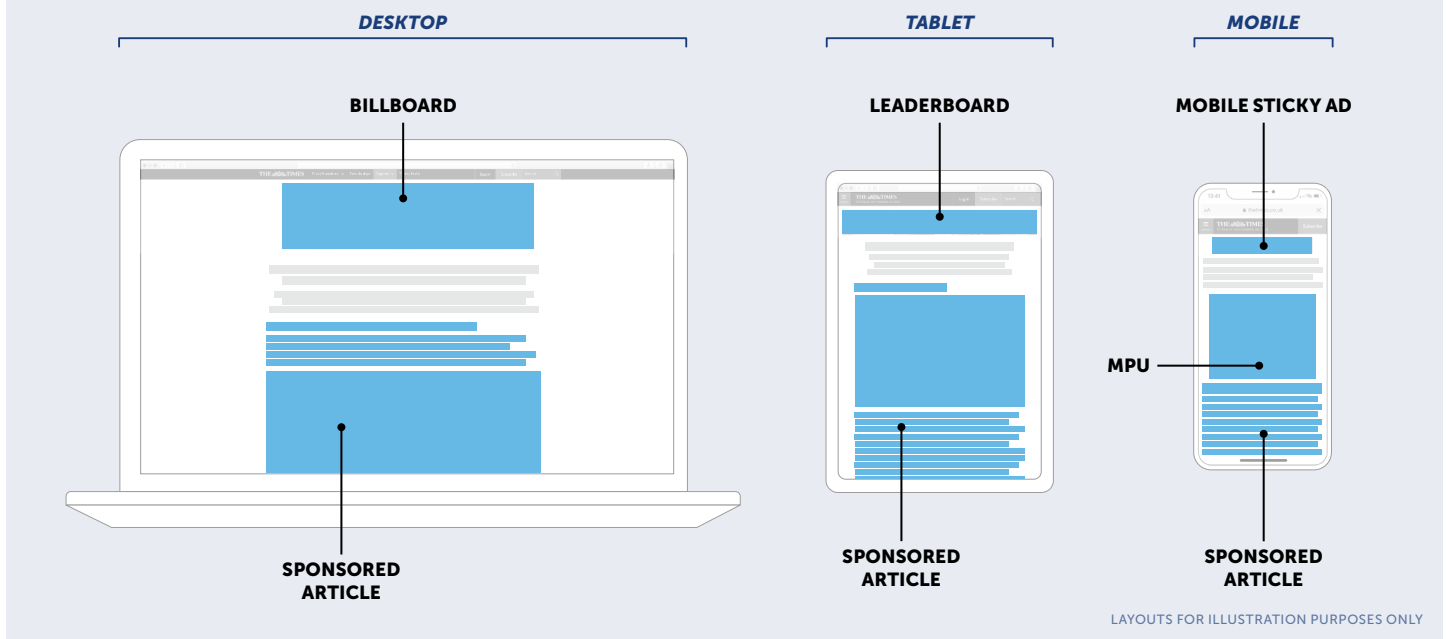


#### AGE:



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## 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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