

# New Year's Resolutions TOP 10 *checklist* ✓

## 10 TOP WAYS TO STICK WITH YOUR NEW YEAR'S RESOLUTIONS

(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

New Year's Resolutions Top 10 Checklist is a native feature of 10 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* website and includes individual links for the benefit of all ten advertising partners.

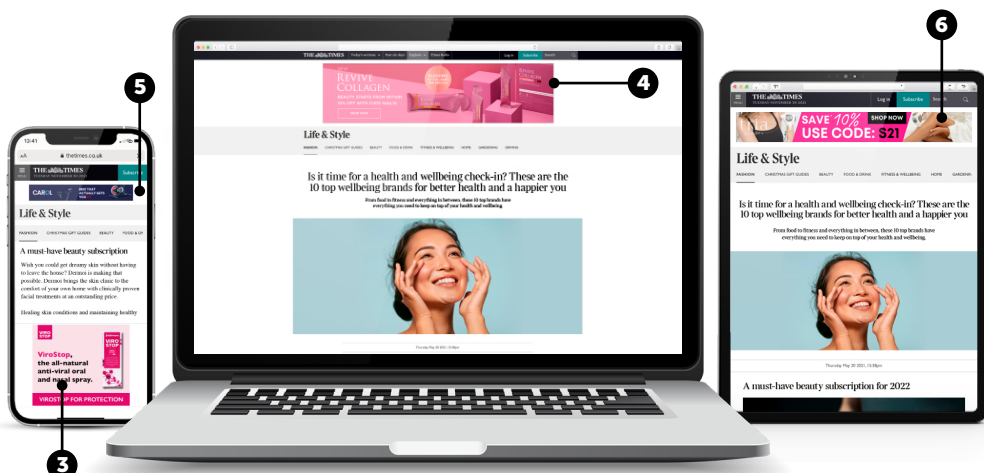
*The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms. New Year's Resolutions Top 10 Checklist therefore serves as the essential guide to help these readers make positive changes in order to lead a new and improved lifestyle for the coming year.

Curated by an experienced team of *The Times Online* copywriters, New Year's Resolutions Top 10 Checklist showcases a high-quality selection of products and services for a new year and a new you, ranging from learning new skills and careers, health, fitness, nutrition, new adventures and hobbies, as well as ways to save money and break bad habits.

New Year's Resolutions Top 10 Checklist is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, a mass readership who are concerned about making positive lifestyle changes, and crucially the gravitas of being featured on one of the world's most visited websites.

### PARTICULARLY CONSIDERING

- 61% of *The Times* readers are heavy users/ spenders on cosmetics or skincare
- A total of 66% of *The Times Online* readers are ABC1
- Readers spend on average 26.6 minutes reading *The Times Online*

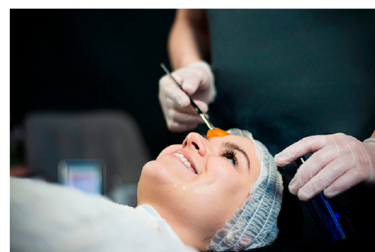


**14.4m**  
monthly unique visitors to *Times Online*

**66%**  
readers are ABC1

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

### SPONSORED ARTICLE EXAMPLE



#### A must-have beauty subscription for 2022

Wish you could get dreamy skin without having to leave the house? Dermoi is making that possible. Dermoi brings the skin clinic to the comfort of your own home with clinically proven facial treatments at an outstanding price.

Healing skin conditions and maintaining healthy skin requires a personalised combination of advanced facial treatments and daily skincare products tailored to your skin's needs. Dermoi provides everything you need to achieve and maintain healthy glowing skin but has recently gone above and beyond to bring their services as a monthly subscription.

Their team of expert skin clinicians bring high performance skincare technologies to all households in London, so you can access the latest skincare without lifting a finger (minus the few taps to complete your booking!). Healthy glowing skin is a critical aspect of everyone's health and wellbeing. We must celebrate and take care of our skin – and with Dermoi's subscription, we all can. Their subscription comes with no strings attached – plus, the first month is free and you can cancel at any time, no questions asked.

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

[CLICK HERE TO SEE AN EXAMPLE](#)

### 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



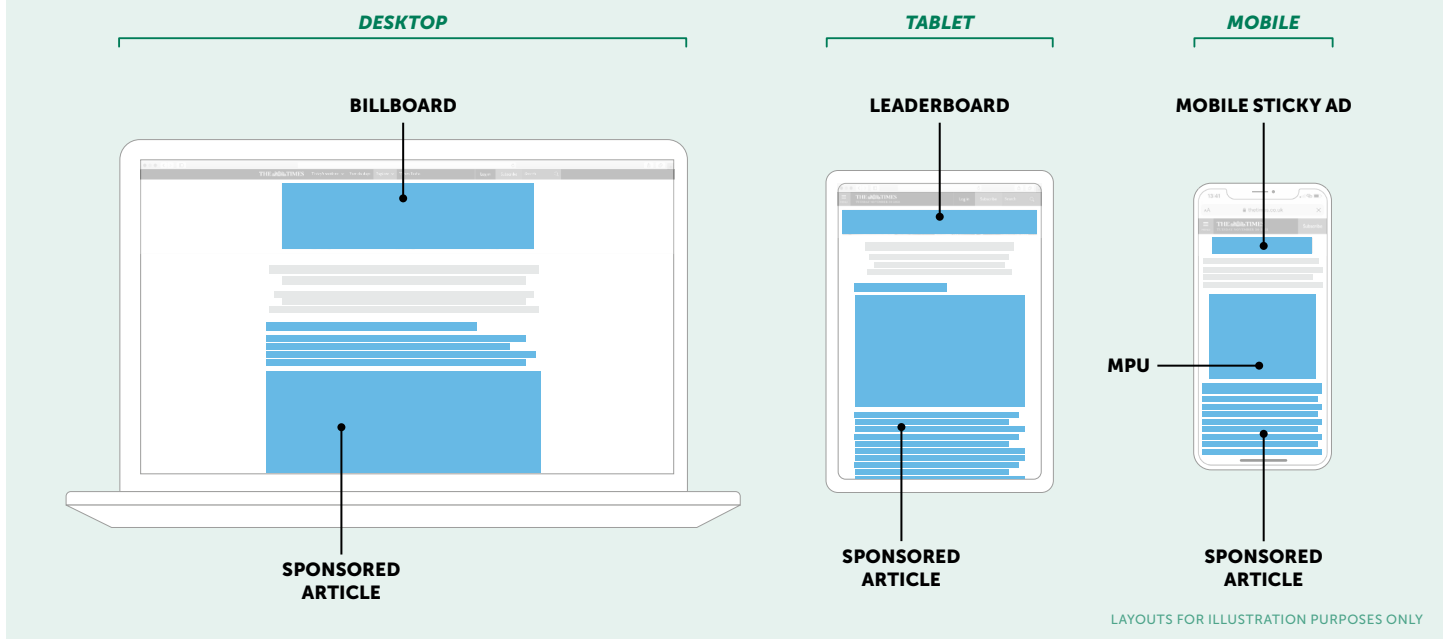
#### AGE:



[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](#).

**CONTACT DETAILS**  
Hurst Media Company  
1 Phipp Street, London,  
EC2A 4PS

Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

**MEDIA SALES**  
Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)  
**PRODUCTION DEPT.**  
Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

