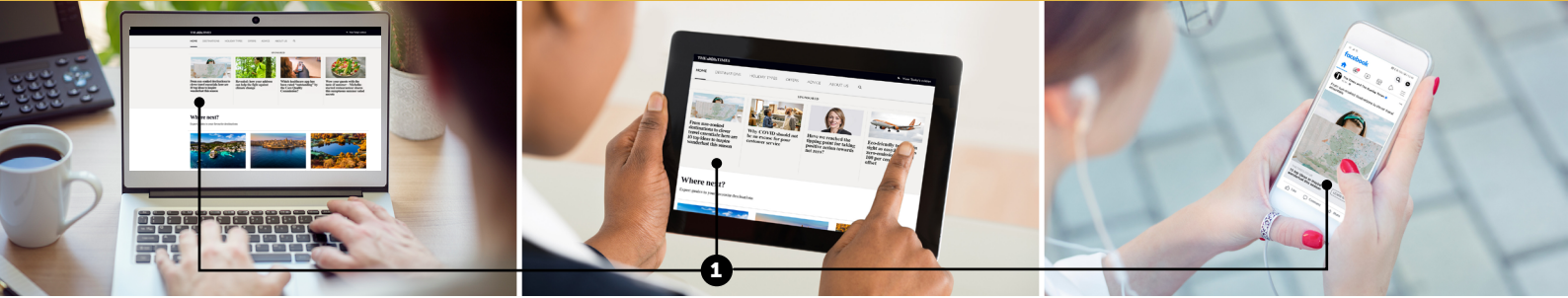


Travel: Hidden Gems TOP 10 *checklist*

FROM SECRET STAYS TO LOCAL TREASURES: 10 TOP BRANDS FOR YOUR NEXT TRAVEL ADVENTURE

(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: Hidden Gems 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.

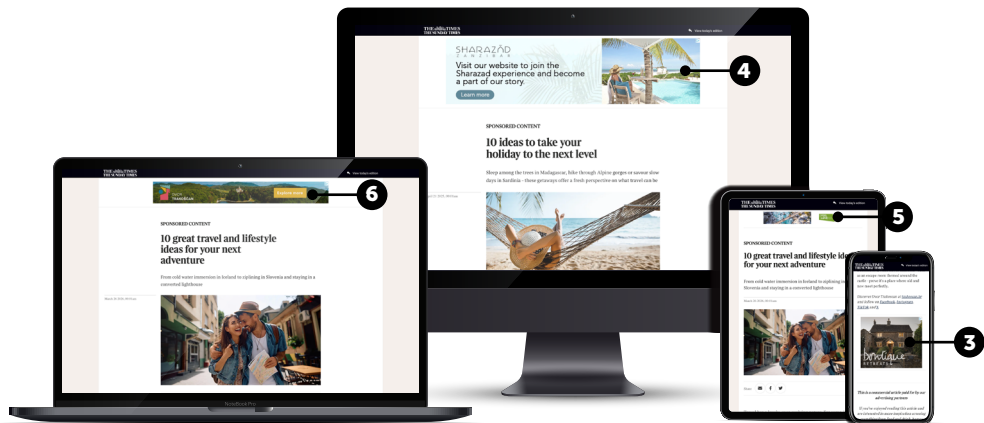
The Times Online reaches an audience of 9.5 million ABC1 readers across their digital platforms. Over half (51%) of these readers are influenced by news brands when planning a holiday. **Travel:Hidden Gems Top 10 Checklist** therefore serves as the essential guide to help those looking for inspiration for their next trip, whether it's a family holiday or a boutique hotel stay.

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


Travel:Hidden Gems 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 focused on family 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



Fogo Island Inn

Perched on the rugged coastline of Newfoundland, Fogo Island Inn offers an exceptional escape to a remote corner of the North Atlantic. Despite its setting, it is well connected to international airports in Gander and St John's.

Fogo Island Inn operates within a regenerative model rooted in a deep commitment to nature, culture and community. This sustainably designed hotel features 29 unique rooms with floor to ceiling ocean views.

In 2024, as one of only two Canadian hotels, it was honoured with Three Michelin Keys, recognising its outstanding hospitality and distinctive character.

The dining menu reflects the region, incorporating ingredients farmed, fished and foraged on the island.

From a traditional boil-up to whale watching, there are diverse experiences to enjoy. For its 2025 season (April to October), special events include a culinary collaboration between executive chef Tim Charles and Blackberry Mountain's executive chef Joey Edwards, alongside assistant director of wellness Meghan Henley.

[CLICK HERE TO SEE A PREVIOUS 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**

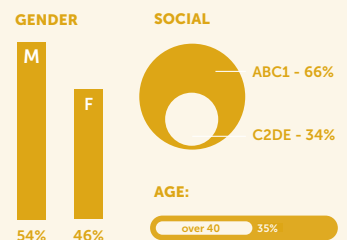
Video upgrade £1,000

Competition Upgrade £1,000

DISTRIBUTION

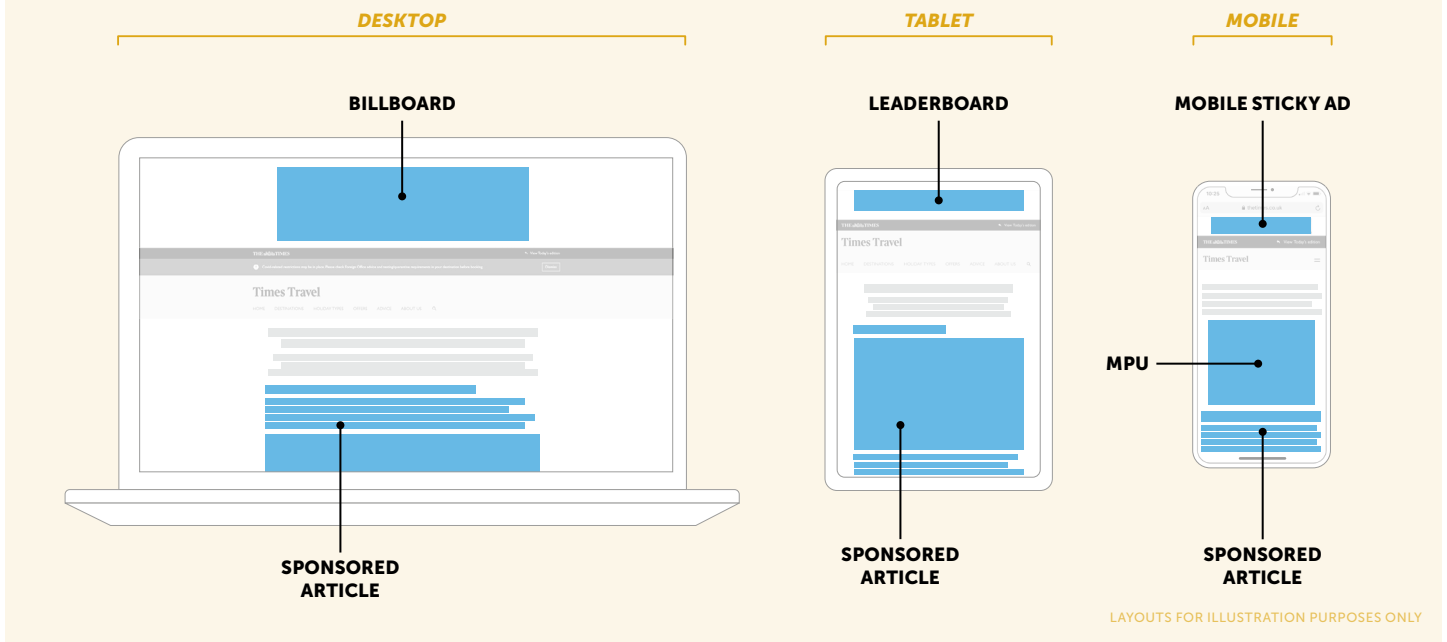
- Published in content relevant areas and hosted on the *Times Online* perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS



[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

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 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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