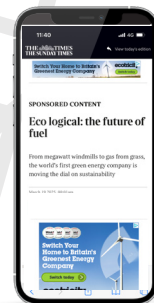
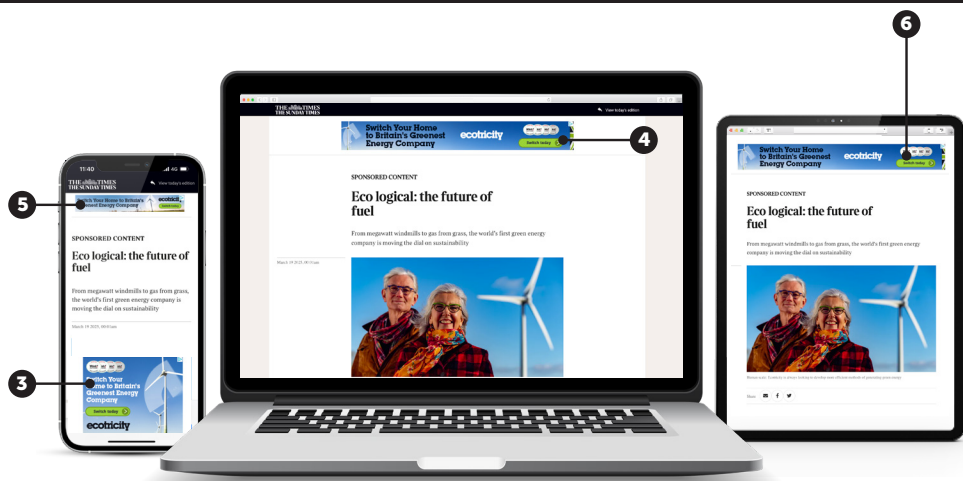


SOLUS NATIVE FEATURE

PUBLISHED WITH THE TIMES ONLINE



PUTTING YOUR BRAND IN THE SPOTLIGHT



A solus native feature with *The Times Online* is your brand's unique sponsored article published on *thetimes.co.uk*. It appears in content relevant locations across the website and selected social media channels by way of 1 million ad-site traffic drivers **1** – the advertorial content is hosted perpetually on the *The Times Online* and includes links for the benefit of one advertising partner.

Written by an experienced team of *The Times Online* copywriters, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article. Featuring as a spotlight advertorial on *thetimes.co.uk* creates the opportunity to appear in the online edition of Britain's most renowned newspaper, and reach their loyal audience. *The Times Online* reaches an audience of 9.5 million ABC1 readers across their digital platforms.

A solus native feature is the perfect shop window for brands and organisations looking to benefit from *The Times Online*'s robust editorial environment, a mass readership, and crucially the gravitas of being featured on one of the most popular news websites.

14.4m
monthly unique visitors to *Times Online*

66%
readers are ABC1

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

PARTICULARLY CONSIDERING

- *Times* readers have a mean family income of £55,885
- *The Times* reaches the most ABC1 45- to 70-year-old adults of any quality newspaper
- *Times* readers are 63% more likely to buy new products before most of their friends.

SPONSORED ARTICLE EXAMPLE

SPONSORED CONTENT

Eco logical: the future of fuel

From megawatt windmills to gas from grass, the world's first green energy company is moving the dial on sustainability



Photo credit: Ecotricity. It's a new way of looking at developing more efficient methods of generating green energy.

Share

In 2025, choosing green energy is no longer the preserve of a handful of environmental idealists. It appeals to any household or business that values sustainable, reliable energy produced in a way that reflects their own principles in a modern society.

Thanks to innovators such as Ecotricity, green energy makes sound economic sense too. The company is constantly researching ways to develop newer and more efficient methods of generating green energy at scale, making sustainable and affordable fuels.

The business was founded by respected sustainable energy pioneer Dale Vince in 1995 and was the first energy company to offer customers green electricity. At that time, energy production was the single biggest source of carbon emissions in Britain, and Vince created his new venture specifically to address that problem.

While the rest of the industry has undoubtedly woken up to this issue, Ecotricity remains one of Britain's greenest energy companies – one which doesn't just supply green energy, but makes it too.



Bills into mills

Ecotricity offers electricity that is 100 per cent green (from certified sources), and generates about 15 per cent of this itself. It can do this partly because, as a not-for-dividend company, it reinvests the revenue from customers' bills into developing new sources of green energy.

The company built Britain's first megawatt windmill and the country's first grid-scale sun park. It started with one windmill in Gloucestershire but today its wind and sun parks are springing up across the country. They are all part of a drive to increase the UK's renewable energy assets rather than simply trading the energy from what already exists.

RATE CARD

Sponsored article and banner package £18,750

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
- Each solus article is promoted by way of 1 million ad-site traffic drivers*
- Available nationwide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

ABC1 — 66%

C2DE — 34%

AGE 15-34 — 28%

35-54 — 36%

55+ — 36%

GENDER

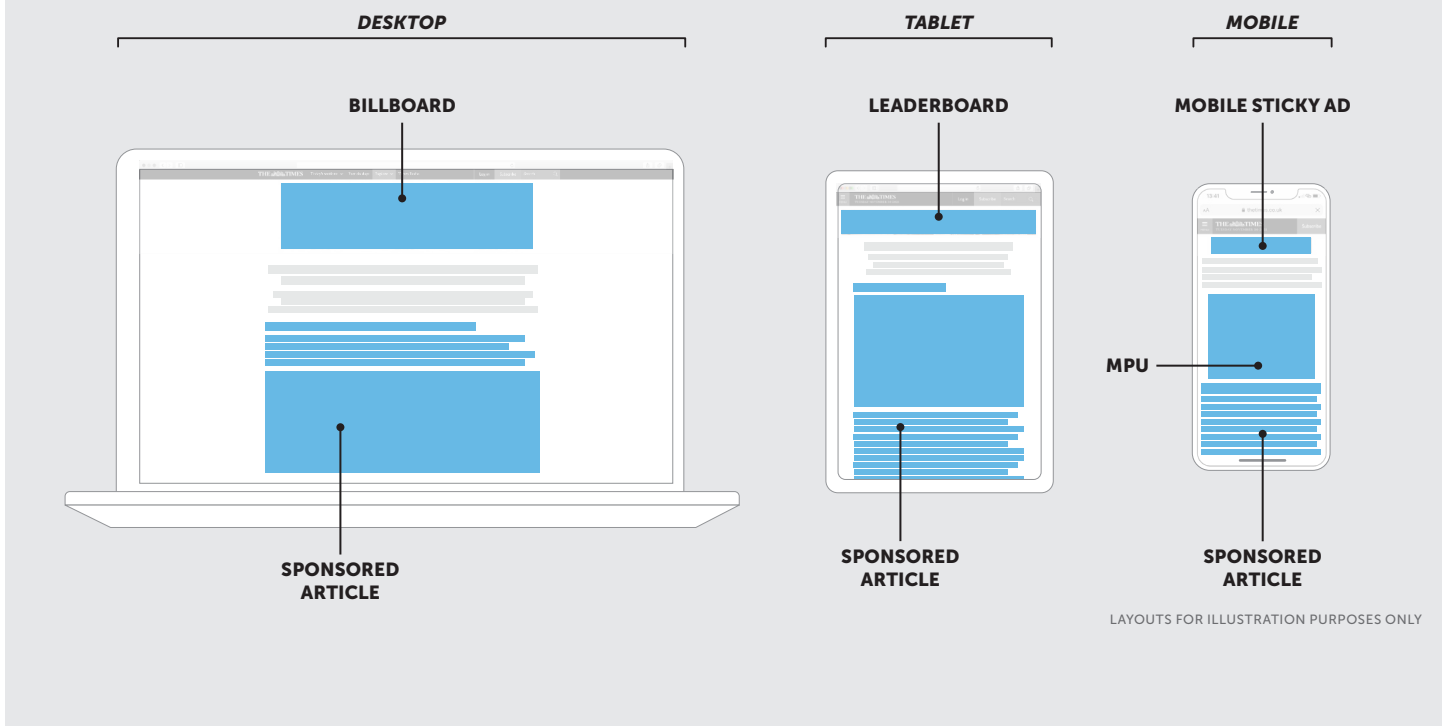
54%

46%

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:** 500 words
- **Headline:** Written by *TimesOnline*
- **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. You can supply 2-3 images. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

DISPLAY ADS 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 desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

DOUBLE MPU

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 600px (h)

RIGHT AND LEFT SKINS*

*Skins are optional. If you're supplying your own display ads, let Production know so they can provide the relevant specs and examples.

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 PROCESS

- After receiving your content, Hurst Media Company will review and forward to *TimesOnline*.
- Copy for advertorials will be subedited by *TimesOnline*'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

- Checklist takes sole responsibility for the advertorial content that is published on *TimesOnline*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms.
- 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 *TimesOnline*'s editorial discretion.
- All copy, images, claims and promotions must adhere to the Advertising Standards Authority UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code).

CONTACT DETAILS

Hurst Media Company
1 Phipp Street
London, EC2A 4PS

Tel: 020 3478 6017

hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

