


Health and Wellbeing

checklist

WANT TO LOOK GOOD AND LIVE BETTER? HERE ARE 10 TOP INSPIRATIONS TO HELP YOU FEEL FABULOUS THIS SUMMER

PUBLISHED WITH  ONLINE FRIDAY 15 MAY 2020

Health & Fitness Checklist is a native feature of 10 sponsored articles published on the *Sun Online* homepage. It initially appears on the homepage  and the ad sites are guaranteed a minimum of 2.4 million impressions - the advertorial content is hosted perpetually on the popular *Fabulous* section of the *Sun Online* and includes individual links for the benefit of all 10 advertising partners.

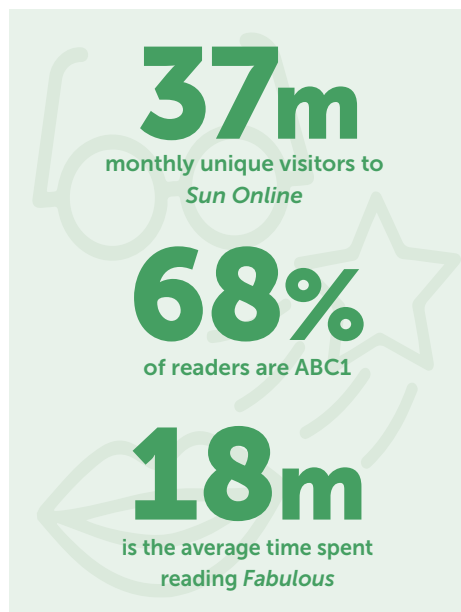
Curated by an experienced team of *Sun Online* copywriters, **Health & Fitness Checklist** showcases a high-quality selection of 10 products and services, ranging from over the counter remedies, specialist clinics, beauty & cosmetic treatments, alternative therapy, and diet & fitness solutions.

The *Sun Online* is the UK's number one digital newsbrand, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 68% of readers who are ABC1. **Health & Fitness Checklist** serves as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier, happier lifestyle.

Health & Fitness Checklist is the perfect shop window for brands and organisations looking to benefit from the *Sun Online*'s robust editorial environment, a mass readership who are concerned about their health and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- 46% of *Sun Online* readers use apps to track and monitor fitness and diet
- 2.6 million *Sun Online* readers say that improving their fitness is their motivation to taking part in sport and leisure activities, 1.5 million readers do it to lose weight and 1 million readers to relieve stress
- Health & Fitness is one of the most engaged channels from *Fabulous* readers



SPONSORED ARTICLE EXAMPLE

The new way to take your vitamins

Wicked Gummy Co's vegan nutritional gummies provide a delicious alternative to pills and capsules proving health supplements have never tasted so naughty! With everyone from Kim Kardashian to professional footballers now enjoying nutritional gummies find out why over 50,000 people in the UK have already turned to Wicked Gummy Co.

Their Beauty Bundle combines the five-star rated Hair, Skin & Nails Gummy and the award winning Happy Tummy Gummy. This delicious yoghurt flavoured probiotic contains a billion live cultures per serving and will help restore the natural balance of your digestive system, contributing towards a range of health benefits, including a strengthened immune system and healthy weight management.

And you can now say hello to shinier hair, glowing skin and stronger nails with the Hair, Skin & Nails Gummy! These mixed berry gummies contain a potent blend of key vitamins and minerals such as folic acid and biotin.

Click here to enjoy an exclusive 20% discount off your next order of mouth-watering gummies by simply entering **YOUBEAUTY20** at the checkout.



Reality star Amber Turner is a huge fan of Wicked Gummy Co's vegan gummies to help her maintain healthy hair, skin and nails

RATE CARD

Sponsored article and banner package

circa 2.4 million ad impressions across:

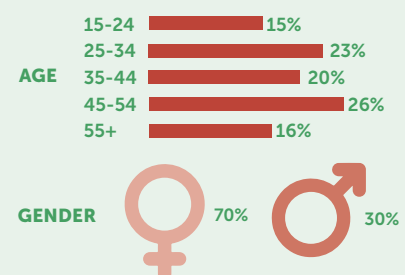
- 1 sponsored article 
- 3 MPUs 
- 1 billboard 
- 2 skyscrapers 
- 1 mobile banner 

£19,950

DISTRIBUTION

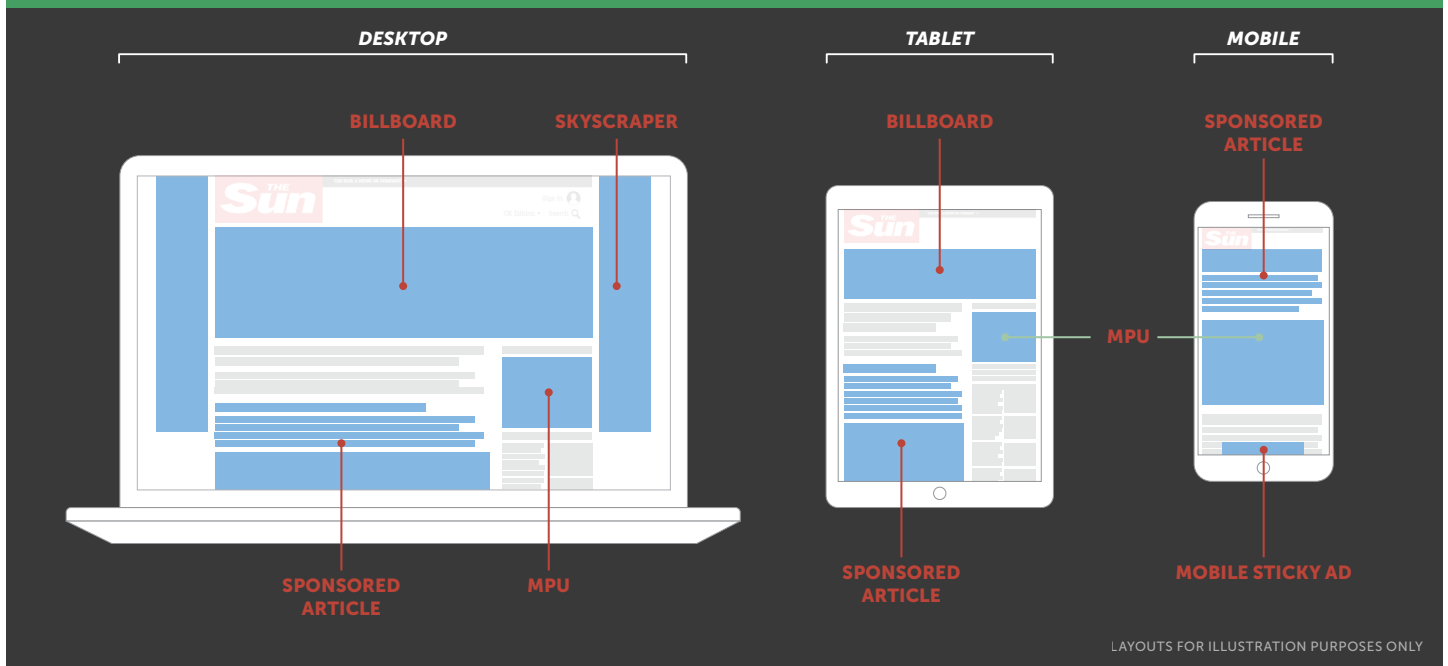
- Published on the *Sun Online* homepage and hosted on the *Fabulous* page perpetually
- Minimum 2.4 million ad site impressions guaranteed
- Available nationwide

DEMOGRAPHICS



**Fabulous* section readership

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Sun Online*
- **Contact information:** Your website

IMAGE SPECIFICATION

- **Image size:** 634px (w) x 415px (h)
- **Image caption:** Written by *Sun Online*
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service.

DISPLAY AD SPECS

BILLBOARD

- Displays on desktop and tablet
- **Size:** 970px (w) x 250px (h)

SKYSCRAPER

- Displays on desktop only
- **Size:** 120px (w) x 600px (h)

MPU (MID PAGE UNIT)

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

MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (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 *Sun Online*.
- Copy for advertorial features will be subedited by *Sun 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

- Health & Fitness Checklist is advertorial content compiled by Celebrity Secrets (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *Sun Online*.
- 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 *Sun Online*'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).