

Financial & Legal

checklist 

FROM SAVING SMART TO BORROWING LIKE A PRO: 10 COMPANIES THAT CAN HELP YOU IMPROVE YOUR FINANCIAL MANAGEMENT IN 2021

PUBLISHED WITH  **ON FRIDAYS**

Financial & Legal Checklist is a native feature of 10 sponsored articles published on the *ThisIsMoney.co.uk* homepage. It initially appears on the first 10 articles of the sidebar ¹ and is guaranteed a minimum of 200,000 views. The advertorial content includes individual links for the benefit of all 10 advertising partners.

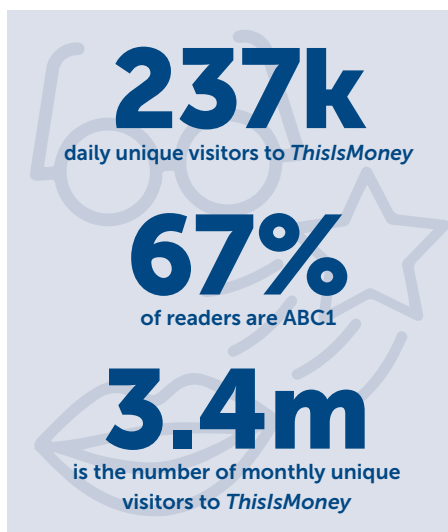
ThisIsMoney.co.uk is the number one online destination for financial information and advice, with 3.4m monthly unique visitors. It boasts an affluent readership, with average savings and investments of £30,300 and 67% who are ABC1. **Financial & Legal Checklist** serves as the essential guide for wealthy readers, with advice for how they can make the most of their money, as well as providing guidance for when they retire.

Curated by an experienced team of copywriters at *ThisIsMoney.co.uk*, it showcases a high-quality selection of 10 products and services, ranging from pensions, insurance, mortgages, savings, legal advice, retirement options, property and investments.

Financial & Legal Checklist is the perfect shop window for brands and organisations to benefit from *ThisIsMoney.co.uk*'s robust editorial environment, an affluent ABC1 audience and crucially the gravitas of being featured on one of the world's most visited financial websites.

PARTICULARLY CONSIDERING

- 42% of *ThisIsMoney.co.uk* readers have ISA, investments or premium bonds
- Those who read *ThisIsMoney.co.uk* have over £30k in savings and investments
- 25% are more likely to be moving house in the next 12 months.
- The average age of readers is 49-years-old.



SPONSORED ARTICLE EXAMPLE

Click your utility bills this year, without wasting your energy ²



After Christmas, the dread of the first round of bills landing on the doormat is all too real. That's why getting your utilities in order should be a priority - and a resolution - this January.

Flipper will scan through the entire energy market on a monthly basis and automatically switch you whenever there's a better deal that will save you at least £50. This clever, fully automated service saves current Flipper members £385 a year on average.

While you remain in control and can choose your own preferences - such as wanting to stick with green tariffs, for example - you don't need to actively manage your account at all. Flipper will always make sure you're on the best deal possible without you having to lift a finger. Flipper's award-winning team of energy experts are also always available if you ever have any questions. Simple.

The Info: Click here to see how you can save on your energy bills in 2021.

This is paid content. Readers are advised to seek professional advice before acting on any information.

CLICK HERE TO SEE A LIVE FEATURE

RATE CARD

Native package

200k article views ² + circa 60,000 banner impressions respectively across:

x1 MPU ³

x1 billboard ⁴

x1 skyscraper ⁵

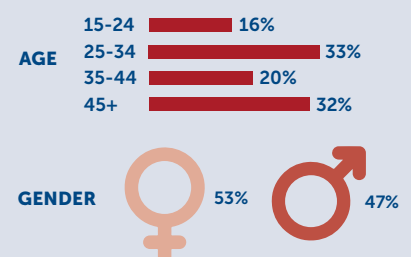
x1 mobile banner ⁶

£19,950

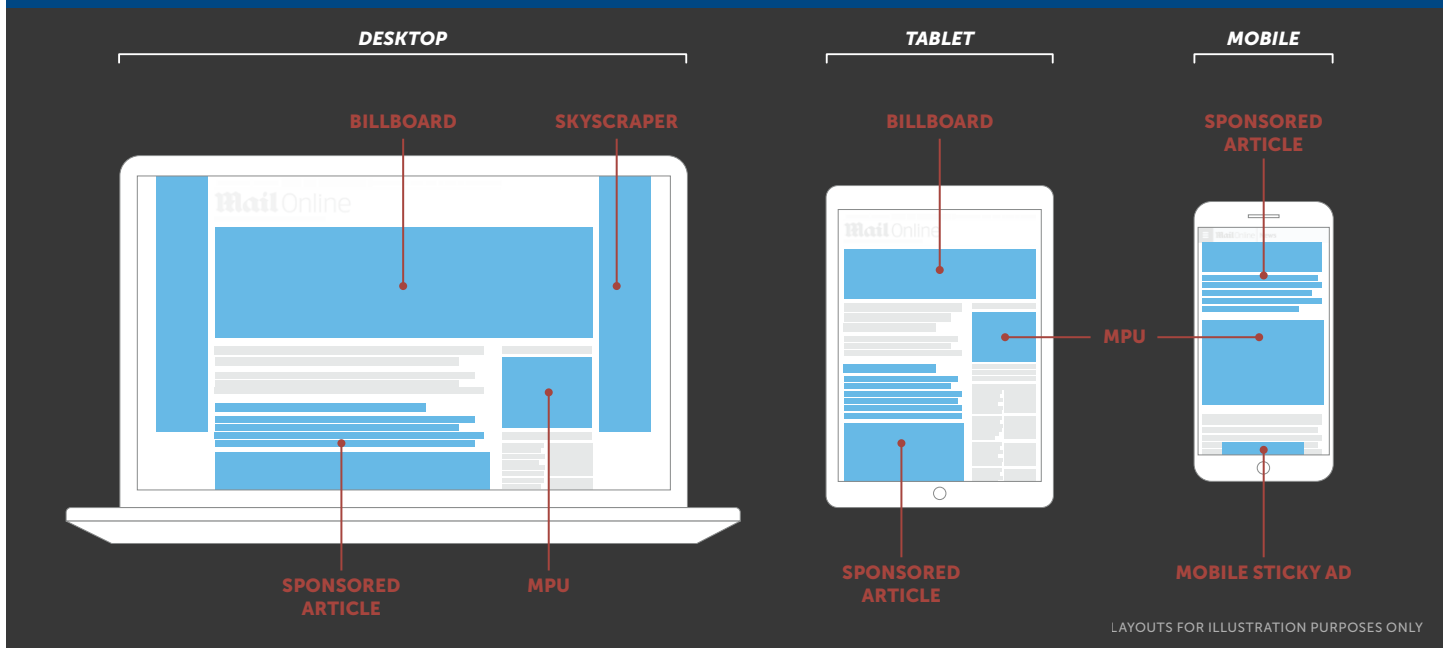
DISTRIBUTION

- Published within the first 10 articles on the *ThisIsMoney.co.uk* homepage
- Minimum 200,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS



ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by Thisismoney.co.uk
- **Article word count:** 150 words

IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Image caption:** Written by Thisismoney.co.uk
- **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 Thisismoney.co.uk.
- Copy for advertorial features will be subedited by Thisismoney.co.uk'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 corrections or your approval to publish the feature.
- 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 72 hours.

TERMS & CONDITIONS

- Financial & Legal Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on Thisismoney.co.uk
- 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 Thisismoney.co.uk'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).

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