

Travel, Days Out and Attractions checklist

ITCHING TO GET OUT AND ABOUT? THESE 10 TOP BRANDS WILL INSPIRE YOUR NEXT GETAWAY OR BIG DAY OUT
(Eventual title will be chosen by the Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH ON TUESDAYS

Travel, Days Out & Attractions Checklist is a native feature of 10 sponsored articles published on The Sun Online. It appears in content relevant areas of the website **1** and is promoted by way of 10 million ad-site traffic drivers – the advertorial content is hosted perpetually on the popular Travel section of the Sun Online and includes individual links for the benefit of all 10 advertising partners.

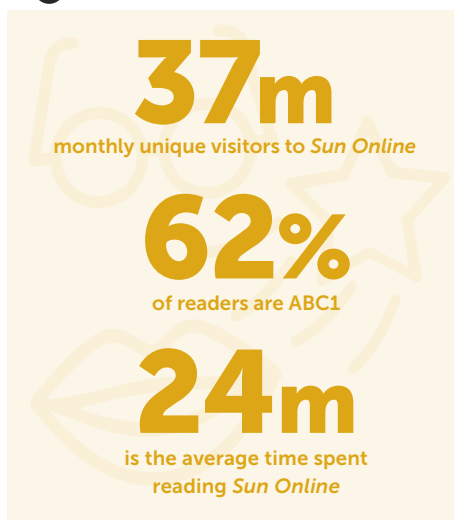
The Sun Online is one of the UK's top digital newsbrands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 62% of readers who are ABC1. **Travel, Days Out & Attractions Checklist** serves as the essential guide to help those interested in getting value for their money, particularly so when it comes to holidays.

Curated by an experienced team of The Sun Online copywriters, **Travel, Days Out & Attractions Checklist** showcases a high-quality selection of 10 top products and services, ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.

Travel, Days Out & Attractions Checklist is the perfect shop window for brands and organisations looking to benefit from The Sun Online's robust editorial environment, a mass readership focused on family days out, travel and attractions, and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- 82% of Sun readers have NOT had their holiday budget impacted by Covid-19
- 404,000 readers have a family income over £50k
- 54% of readers say they enjoy planning holidays
- Sun readers are twice as likely to own a holiday home.



SPONSORED ARTICLE EXAMPLE



Ted Baker designer sunglasses at Next

On the hunt for sunnies that are easy on the eye? Cue Ted Baker's sleek collection of designer frames, available at Next.

The seductive range includes twists on old classics: George, a striking mix of jet black and tortoiseshell, has a vintage vibe that works seamlessly from day to night, with metal detailing adding a quirky edge. It's the perfect accessory for street or beach.

Romey is equally eye-catching – the chunky oversized frame offers maximum coverage and effortless chic.

But whatever your choice, perhaps classic pilot or retro cat eyes, Next offers the perfect eye-shade inspo.

Shop Ted Baker sunglasses now at next.co.uk

[CLICK HERE TO SEE A LIVE FEATURE](#)

RATE CARD

Sponsored article and banner package **£15,000**

Promoted by way of 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

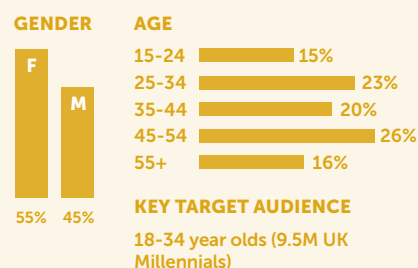
Competition Upgrade £1,000

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

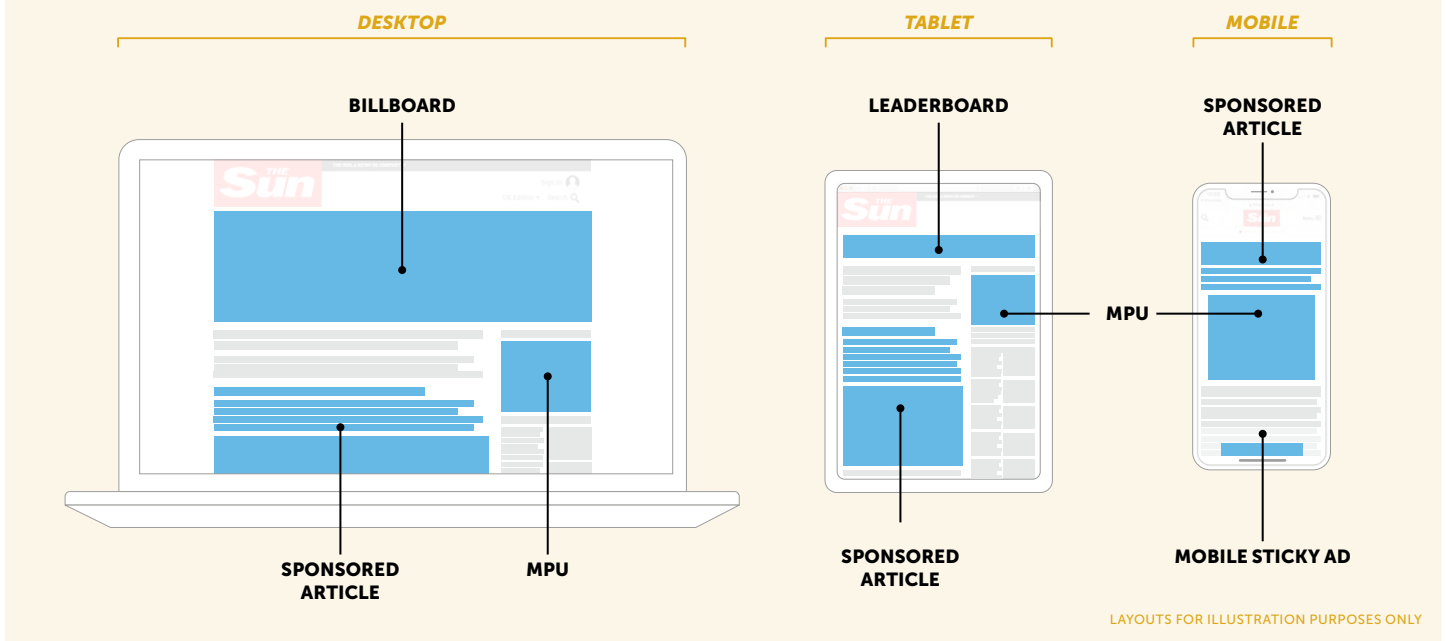
DISTRIBUTION

- Published on the Sun Online homepage and hosted on the Travel section perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun content via Apple News **7**
- Available nationwide

DEMOGRAPHICS



ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Sun Online*
- **Call to action:** Your website

VIDEO SPECIFICATION

- **Format:** Vimeo or MP4 file*
- **Duration:** 30 seconds recommended (maximum 60 seconds)

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.

*The *Sun* website uses an ad platform which automatically inserts ads that might be shown before the video starts.

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

Maximum file size: 50kb

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

- Travel Checklist is advertorial content compiled by Checklist 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](#).
- 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.
- 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

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