

Food and Drink *checklist*

GET INSPIRED AND TRANSFORM YOUR EATING HABITS WITH THESE 10 TOP TRENDS THAT WILL TRANSFORM THE WAY YOU EAT AND DRINK
(Eventual title will be chosen by the Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH **THE Sun** ONLINE

Food and Drink Checklist is a native feature of 10 sponsored articles published on The Sun Online. It appears in content relevant locations across the website and selected social media channels by way of 10 million ad-site traffic drivers **1** – 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, this native feature showcases a high-quality selection of 10 products and services, such as food delivery, gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and healthy options.

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. **Food and Drink Checklist** serves as the essential guide for readers to transform the way they eat and dine out or at home.

Food and Drink 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 food and drink – and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- The *Sun Online* readers have 3 conversations a day on average about food and drink.
- Around £1 in every £7 spent on groceries is spent by a *Sun Online* reader.
- There are 404,000 Sun readers that have a family income over £50k



37m
monthly unique visitors to *Sun Online*

68%
of readers are ABC1

18m
is the average time spent reading *Fabulous*

SPONSORED ARTICLE EXAMPLE

The blender with splendour



Spending over 100 days in lockdown has transformed many of us into kitchen marvels, with more and more of us are dedicating our newfound time to cooking delicious and nutritious meals.

And naturally, to be a culinary whizz, you need all the right gadgets – and no kitchen is complete without a state-of-the-art blender.

The new KitchenAid Artisan K400 Blender makes a stylish addition to any kitchen, and is powerful enough to blitz the toughest ingredients.

Whether you're making fresh pasta, hearty pasta sauces or rejuvenating smoothies, the K400 blends everything from carrots and cucumbers to ice and small seeds into a perfectly smooth texture, thanks to its 1.5 peak HP motor and unique asymmetric stainless steel blades.

With just a few simple ingredients, you can create great tasting food and drinks in an instant: the perfect sidekick to your gastronomic adventures.

The Info: Click here to find out more.

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**

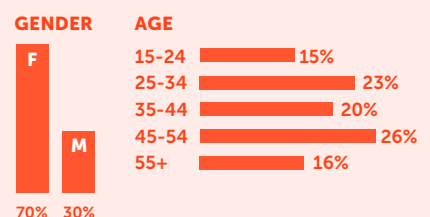
Video upgrade £1,000

Competition Upgrade £1,000

DISTRIBUTION

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

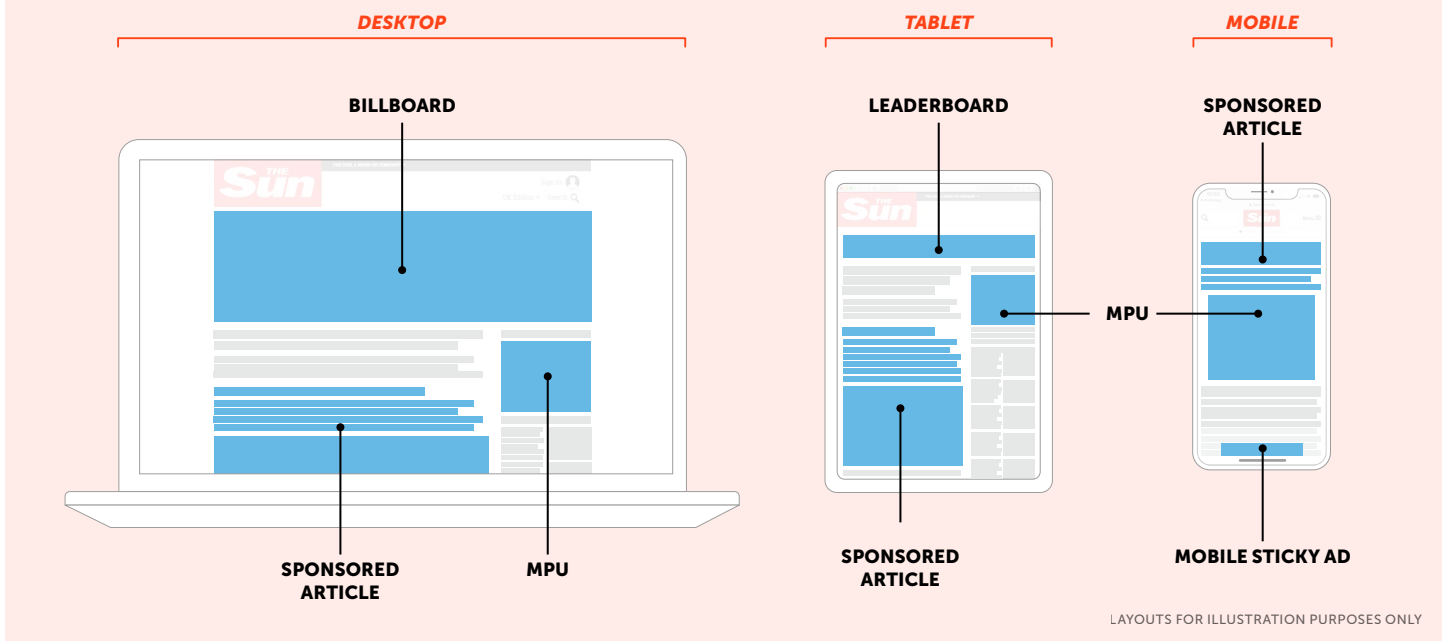
DEMOGRAPHICS



**Fabulous* section readership

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

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

- Food & Drink 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](#).

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