

Mum and Baby checklist

WANT TO LOOK GOOD AND LIVE BETTER? THESE ARE 10 BRANDS THAT WILL HELP YOU FEEL FABULOUS
(Eventual title will be chosen by the Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH  **ONLINE**

Mum & Baby 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.

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 67% of readers who are C2DE. **Mum & Baby Checklist** serves as the essential guide to help new or expectant mothers make the best choices for themselves and their little ones.

Curated by an experienced team of *The Sun Online* copywriters, **Mum & Baby Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, baby clothing, health products, family-friendly furniture, maternity wear and homemaking inspiration.

Mum & Baby Checklist is the perfect shop window for brands looking to benefit from *The Sun Online*'s robust editorial environment, an audience who are concerned with creating a healthy home environment for their family, and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- The *Sun Online* readers have three conversations a day on average about food and drink
- In a typical week, *The Sun Online* readers are involved in a staggering 16 million conversations about children's products
- Around £1 in every £7 spent on groceries is spent by a *Sun Online* reader.



37m
monthly unique visitors to *Sun Online*

67%
of readers are C2DE

18m
is the average time spent reading *Fabulous*

SPONSORED ARTICLE EXAMPLE

Make feed time simpler



No one said parenting was easy, which is why mums and dads everywhere are always on the hunt for child-rearing hacks.

One brand which is helping parents' lives run more smoothly is Tommee Tippee. This top baby brand has a number of innovative yet simple products for feeding, soothing, bathing and sleeping which are not only loved by babies, but recommended by parents too.

The Made For Me Double Breast Pump, for example, is a discreet breast pump which mimics your baby's latch on. Combined with its cushioned silicone MassageTec cups, this nifty device makes expressing milk that little more comfortable wherever you are.

There's also the Made For Me Disposable Breast Pads, which can be customised to fit your bra with multi-absorbent layers, so you can go about your day without any risk of leaking.

And finally, for baby, there's the Closer To Nature Silicone Baby Bottle. The soft-as-silk teat it comes with can help with the transition from breast to bottle, while its silicone design makes it dishwasher-friendly and smell repellent.

The Info: Click here to discover the full product range. Sign up to Tommee Tippee for 15% off your first order.

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

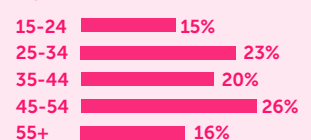
- Published on the *Sun Online* homepage and hosted on the *Fabulous* section perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on *Sun* content via Apple News **7**
- Available nationwide

DEMOGRAPHICS

GENDER



AGE

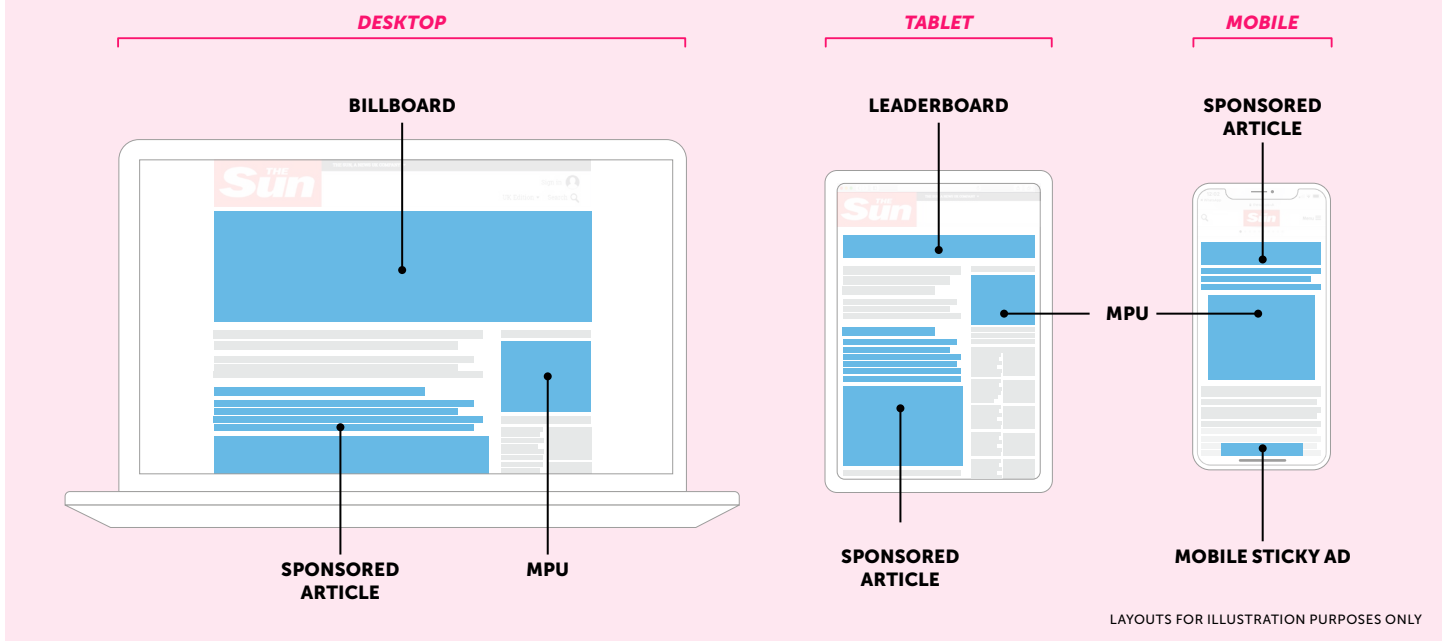


**Fabulous* section readership

*Facts and figures from News UK. All ad-site drivers are dictated by Sun algorithms, promoted at News UK's discretion

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

- Mum & Baby 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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