

# Health, Beauty & Fashion TOP 10 SECRETS

**WANT TO LOOK GOOD AND LIVE BETTER? THESE ARE 10 BRANDS THAT WILL HELP YOU FEEL AND LOOK YOUR BEST**

(Eventual title will be chosen by Metro.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)

PUBLISHED WITH **METRO.co.uk**

**Health, Beauty and Fashion Top 10 Secrets** is a native feature of 10 sponsored articles published on the *Metro.co.uk* homepage. It initially appears in the first 10 articles of the sidebar **1** and is promoted by way of 2 million ad-site traffic drivers. The advertorial content is hosted perpetually on the Lifestyle section and includes individual links for all 10 advertising partners.

*Metro.co.uk* has 1.4 million daily unique visitors, therefore **Health, Beauty and Fashion Top 10 Secrets** serves as an essential guide for readers who buy a wide range of products. Furthermore, with 68% of ABC1 readers, *Metro.co.uk*'s affluent readership are willing to spend more to ensure they take utmost care of their bodies.

**Health, Beauty and Fashion Top 10 Secrets** showcases a high-quality selection of products and services, including counter remedies, physiotherapy clinics, nutrition aids, grooming products, anti-aging solutions, mobility options, alternative therapies, diet and fitness solutions, athletic footwear and more.

**Health, Beauty and Fashion Top 10 Secrets** is the perfect shop window for brands and organisations looking to benefit from an impressionable audience accustomed to expert commentary from award-winning journalists. Featuring on *Metro.co.uk* presents an amazing opportunity to directly target a new and actively engaged reader.

## PARTICULARLY CONSIDERING

- Metro.co.uk* has the highest proportion of millennials of all newsbrand websites
- Metro.co.uk*'s average reader age is 43.



**1.4m**  
daily unique visitors to *Metro.co.uk*

**68%**  
of *Metro.co.uk* readers are ABC1

**92%**  
of traffic to *Metro.co.uk* is via mobile devices or the app

## SPONSORED ARTICLE EXAMPLE

Vitamins with a personal touch



Everybody's different, and when it comes to our health, understanding the individual needs we all have is key to ensuring our bodies and minds are as happy as can be.

A hit with customers on Feefo and Truspidot, these award-winning supplements are tailor-made to offer the right nutrition for you, so you can get exactly the vitamins and minerals your body needs. All you need to do is fill out a short questionnaire where Nourished's in-house nutritionists make a recommendation of the key ingredients to help you enhance your lifestyle and boost your goals.

When you submit your order for a month's supply, your individualised vegan and sugar-free gummies will be 3D printed and delivered directly to your door in plastic-free packaging, so you can be healthy while being kind to the environment too.

[Click here to complete your questionnaire and use discount code CHECKLIST50 to get 50% off your first order.](#)

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

## RATE CARD

### Native package

Promoted by way of 2 million ad-site traffic drivers: **1**

- 1 sponsored article **2**
- 1 MPU **3**
- 1 billboard **4**
- 1 skyscraper **5**
- 1 mobile banner **6**

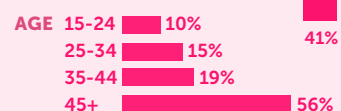
**£12,000**

## DISTRIBUTION

- Published within the first 10 articles on the *Metro.co.uk* homepage and hosted on the *Lifestyle* page perpetually
- Promoted by way of 2 million ad-site traffic drivers
- Available nationwide

## DEMOGRAPHICS

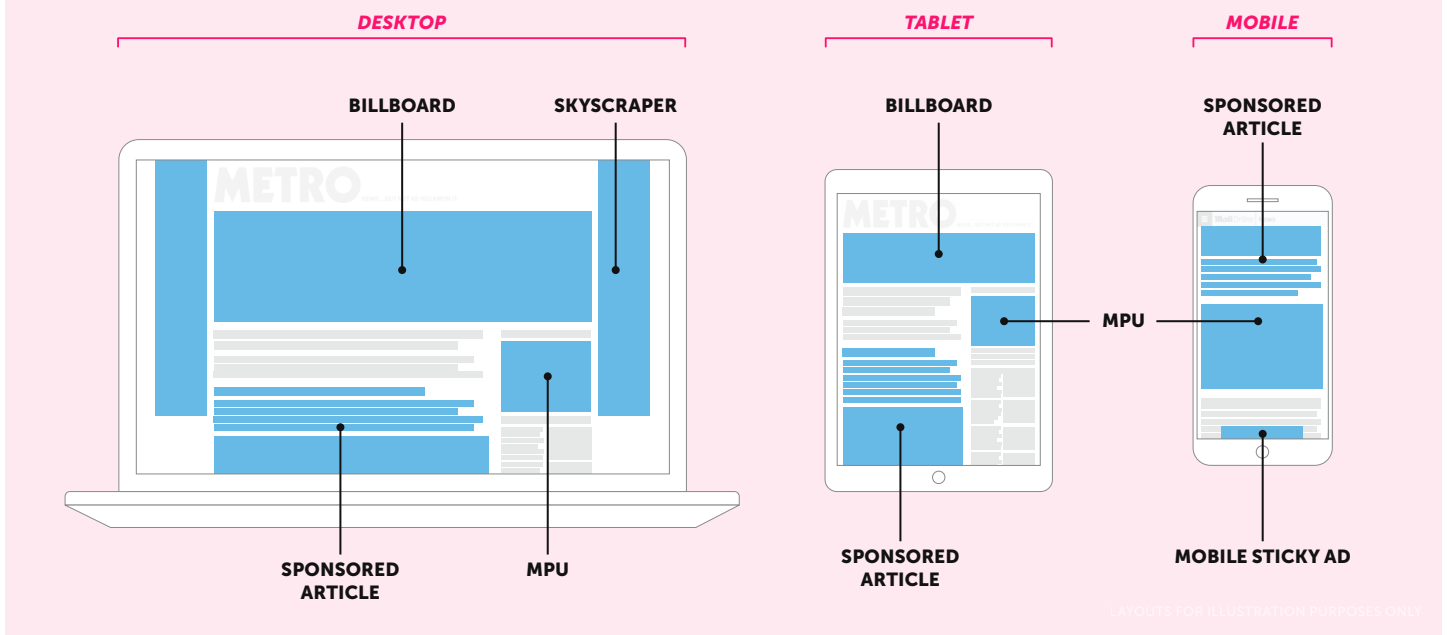
### SOCIAL DEMOGRAPHIC



### GENDER



## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out. On this brief client will tell *Metro* what they'd like the article to be about
- **Article word count:** 150 words

Editorial control of this features lies with *Metro*. Advertisers can request amends to the article, which will be subject to *Metro*'s approval.

#### IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Format:** RGB JPEG or PNG

Images should be high quality images promoting your product or service, and should not contain additional graphics or logos.

### DISPLAY AD SPECS

#### BILLBOARD (desktop and tablet)

- **Size:** 970px (w) x 250px (h)

#### SKYSCRAPER (desktop only)

- **Size:** 120px (w) x 600px (h)

#### MPU (MID PAGE UNIT) (desktop, tablet and mobile)

- **Size:** 300px (w) x 250px (h)

#### MOBILE STICKY AD (mobile only)

- **Size:** 320px (w) x 50px (h)

All sizes are required.

## 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](mailto:production@hurstmediacompany.co.uk)

### CREATION, PROOFING & APPROVAL

#### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *Metro.co.uk*.
- Copy for advertorial features will be subedited by *Metro.co.uk* 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 time will be advised by the Production team.

### TERMS & CONDITIONS

- Health, Beauty & Fashion Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *Metro.co.uk*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](http://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 *Metro.co.uk* 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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