

Travel

TOP 10 *checklist* ✓

GIVE IN TO YOUR WANDERLUST WITH 10 TOP BRANDS TO MAKE YOUR NEXT TRIP ONE TO REMEMBER

(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

Travel Top 10 Checklist 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. The advertorial content is hosted perpetually on the *Lifestyle* section and includes individual links for all 10 advertising partners.

Metro.co.uk is a trusted source of information for the latest news and analysis. *Metro.co.uk* has 1.4 million daily unique visitors, therefore **Travel Top 10 Checklist** 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 bring their travel ideas and plans into reality.

Travel Top 10 Checklist showcases a high-quality selection of products and services to suit all tastes and ages, including day trips, upcoming summer retreats, luggage, luxury holiday destinations, unique accommodations, travel accessories, tourist attractions, spa breaks, sailing excursions and more.

Travel Top 10 Checklist 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 readers are an average age of 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

Barefoot chic in the tropical Maldives



Few places get as close to pure paradise as the Maldives. The white sand beaches, the turquoise waters, the year-round sunshine - it's no wonder it's become such a hotspot for celebrity holidays.

A glittering jewel of these luscious islands is Seaside Finolhu Baa Atoll Maldives, a tropical, barefoot-chic resort that puts a playful twist on luxury.

Renowned for its two-kilometre-long powdery beaches, the resort consists of 125 spacious and stylish villas, four fabulous restaurants and an exciting array of activities and excursions. Where better to try your hand at paddleboarding?

Designed with the entire family in mind, Finolhu was created to inspire multi-generational travel while also being a perfect spot for honeymooners. Newlyweds can even spend a night under the stars with their celebrated Beach Bubble 'Dream Eclipse' experience.

The info: [Click here](#) to book your stay.

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

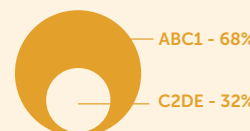
£12,000

DISTRIBUTION

- Published within the first 10 articles on the *Metro.co.uk* homepage and hosted on the *Lifestyle* page perpetually
- Promoted on *Metro.co.uk* homepage
- Available nationwide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



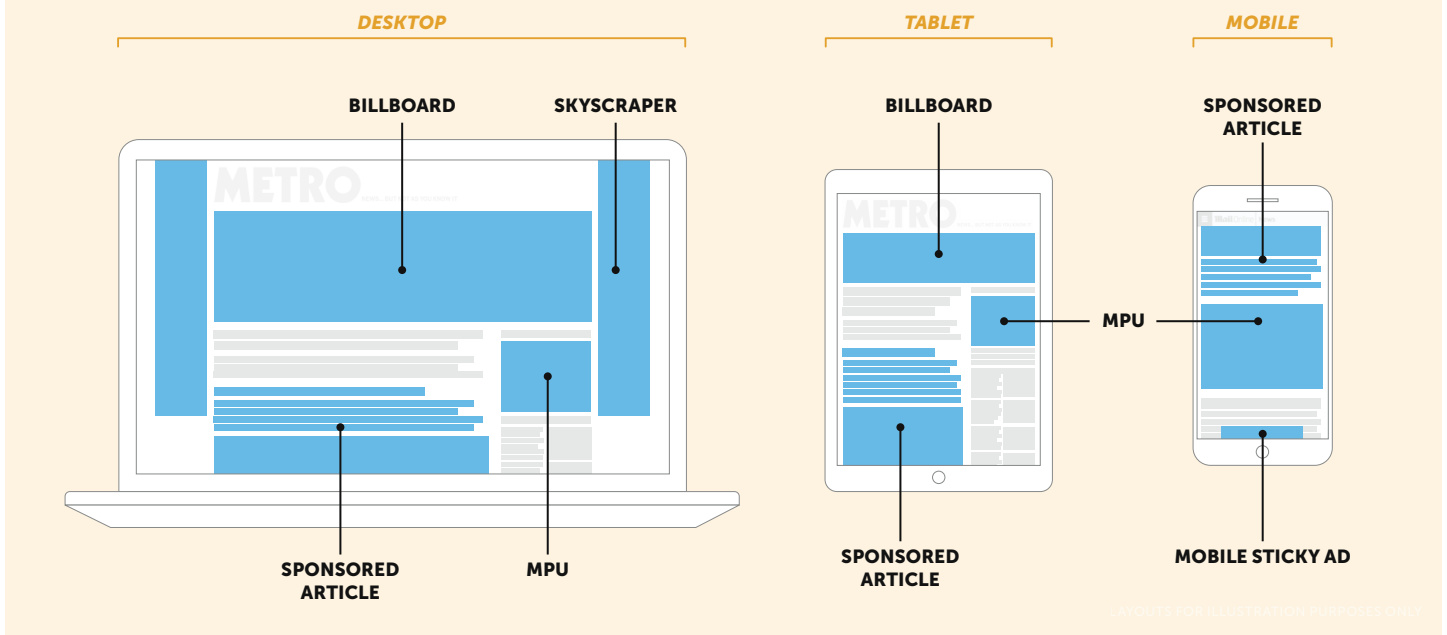
AGE



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

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.
- 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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