

Health, Beauty & Fashion TOP 10 SECRETS

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 **THE Sun** ONLINE

Health, Beauty and Fashion Top 10 Secrets 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 62% of readers who are ABC1. **Health, Beauty and Fashion Top 10 Secrets** serves as the essential guide to help these health-conscious readers make positive changes to lead a healthier, happier lifestyle.

Health, Beauty and Fashion Top 10 Secrets showcases a high-quality selection of products and services to suit all tastes and ages, including over-the-counter remedies, weight loss and fitness solutions, specialist clinics, cosmetic treatments, makeup products, food supplements, the latest luxury looks, elegant beachwear 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 *The Sun Online* presents an amazing opportunity to directly target a new and actively engaged reader.

PARTICULARLY CONSIDERING

- 46% of *The Sun Online* readers use apps to track and monitor fitness and diet
- *The Sun* readers are over 50% more likely to purchase something as a result of seeing an advert.



37m
monthly unique visitors to *SunOnline*

62%
of readers are ABC1

24m
is the average time spent reading *SunOnline*

SPONSORED ARTICLE EXAMPLE



Step into spring with fashionable pieces that make you feel and look great.

Fashion retailer Boohoo is the ideal place to find the perfect fit for every occasion without overspending, which is undoubtedly a big priority for shoppers as the cost of living continues to rise in the UK.

You can always count on Boohoo to have a timely sale or promotion, with new collections added regularly for you to update your holiday wardrobe or find that head-turning outfit for a special occasion.

You can use the exclusive discount code: **BOOHOO10** for an extra 10% off on top of current savings online.

• [Shop now](#)

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

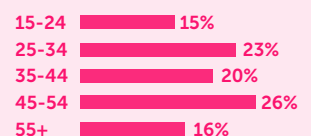
- Published in content relevant areas and hosted on the *Sun Online* perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun content via Apple News **7**
- Available nationwide

DEMOGRAPHICS

GENDER



AGE

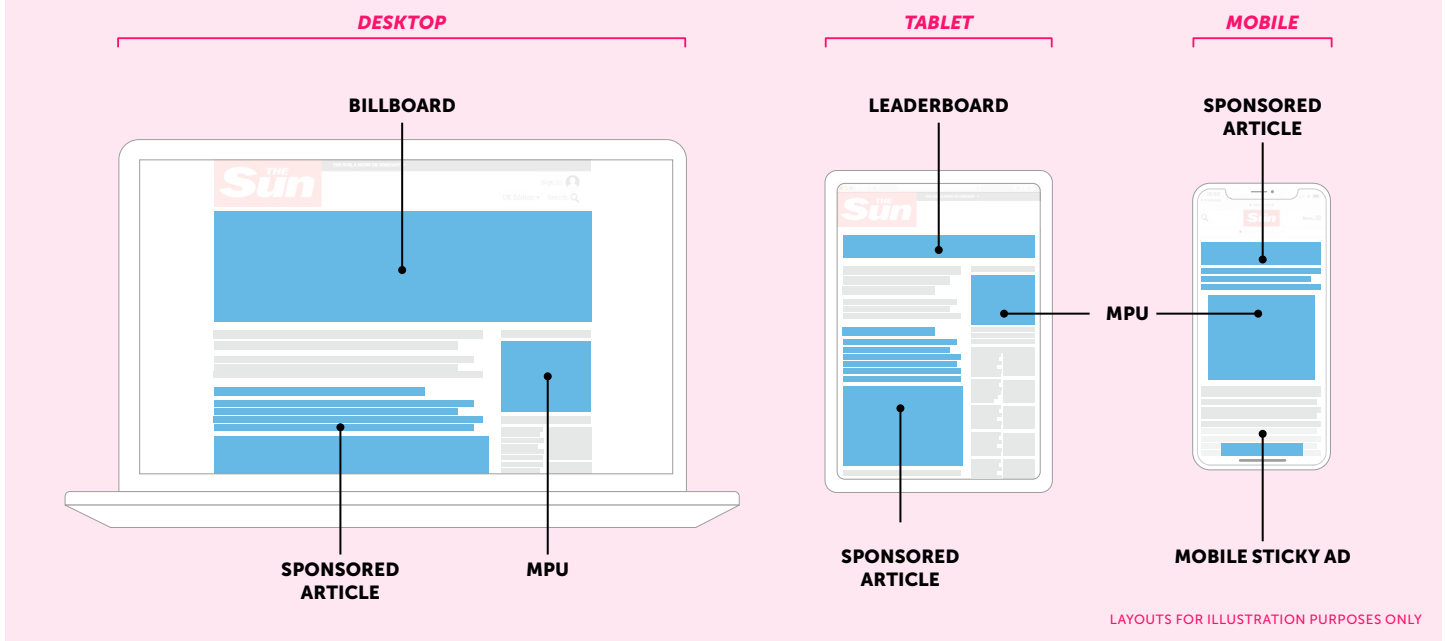


SOCIAL DEMOGRAPHIC



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)

Maximum file size: 50kb

MPU (MID PAGE UNIT)

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

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

- Health, Beauty & Fashion Top 10 Secrets 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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