

# Health and Wellbeing TOP 10 *checklist*

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

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



## PUBLISHED WITH **talkSPORT**

Health and Wellbeing Top 10 Checklist is a native feature of 10 sponsored articles published on *talkSPORT*. It appears in content relevant areas of the website **1** and is promoted by way of 2 million ad-site traffic drivers – the advertorial content is hosted perpetually on *talkSPORT* and includes individual links for all 10 advertising partners.

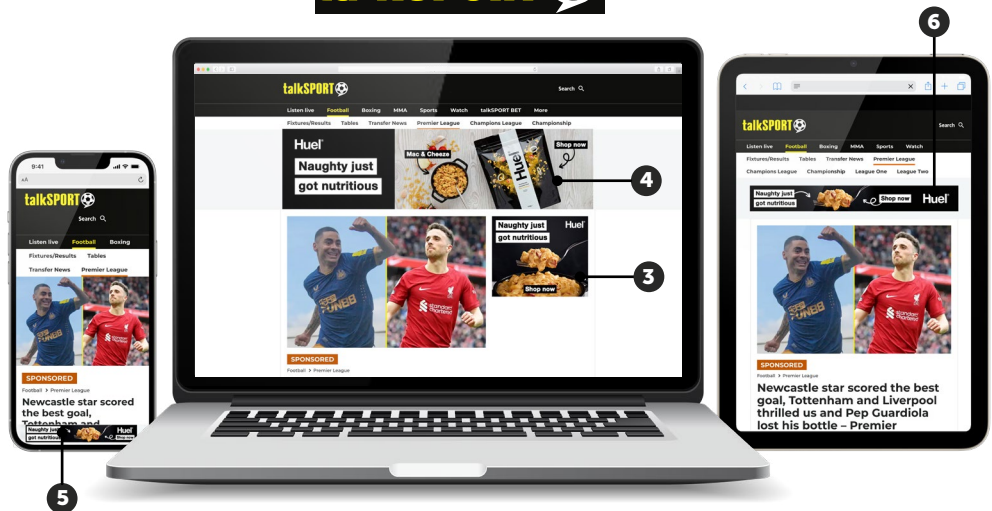
*talkSPORT* is a trusted source of information for the latest sports news and analysis. With 8.1 million monthly unique users, *talkSPORT* boasts a vast audience. Health and Wellbeing Top 10 Checklist serves as an essential guide for users who buy a wide range of products. Furthermore, with 64% of ABC1 users, *talkSPORT*'s affluent audience are willing to spend more to ensure they take utmost care of their mind and bodies.

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

Health and Wellbeing 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 *talkSPORT* presents an amazing opportunity to directly target a new and actively engaged users.

### PARTICULARLY CONSIDERING

- There are 15.3m monthly global *talkSPORT* users
- 44% of readers are millennials
- *talkSPORT* readers are 86% male.



**8.1m**  
monthly unique UK views at *talkSPORT*

**64%**  
of users are ABC1

**17.9m**  
page views in the UK

### SPONSORED ARTICLE EXAMPLE

Meet your fitness goals head on



Crossing over into the new year, many are inspired to self-improve. For inspiration you can rely on, Technogym's solutions offer a personalised wellness gift to help you achieve your goals.

For those who enjoy alternating bodyweight exercises and workouts with accessories, Technogym Bench is the all-inclusive functional training solution designed to combine the greatest variety of exercises with the smallest possible footprint. It allows you to perform a wide range of resistance, strength and core-training exercises in a limited space, thanks to its innovative design and included tools.

For running enthusiasts who want to keep running even during the cold winter months, Technogym Run is one of the quietest and lowest consumption treadmills ever, offering a wide variety of on-demand workout modes and programs – including trainer-led sessions, routines that follow specific objectives, as well as virtual immersive outdoor workouts that adapt to users' speed and adjust the incline according to the chosen route.

To schedule a complimentary interior design consultation to create the wellness space of your dreams, visit [technogym.com](https://technogym.com) or call 0800 316 2496.

**CLICK HERE TO SEE A LIVE FEATURE**

### RATE CARD

**Sponsored article and banner package £12,000**

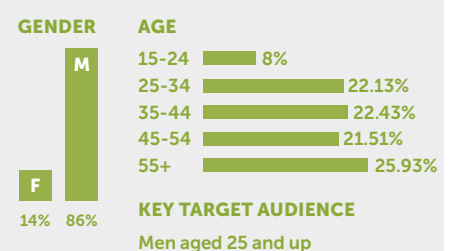
**Video upgrade £1,000**

**Competition Upgrade £1,000**

### DISTRIBUTION

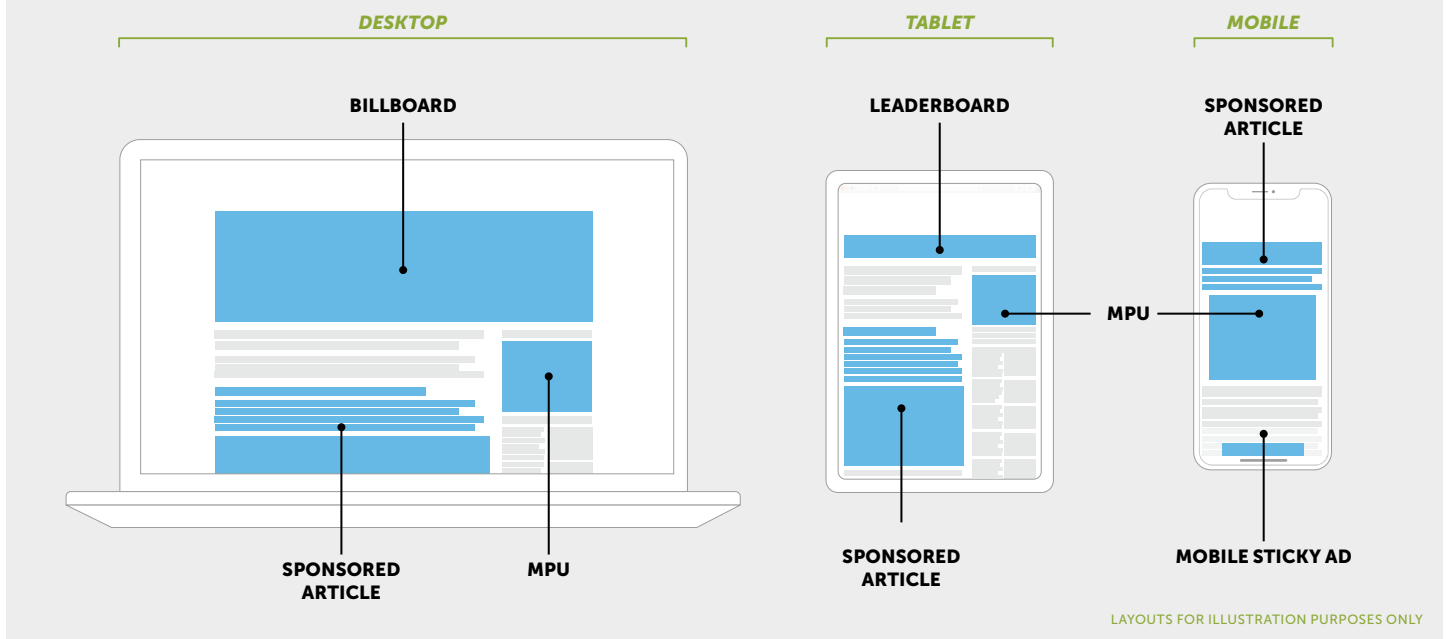
- Published in content relevant areas and hosted perpetually on *talkSPORT*
- Promoted by way of 2m ad-site traffic drivers: 1 sponsored article **2**, 1 MPU **3**, 1 billboard **4**, 1 mobile banner **5**, 1 leaderboard **6**
- Available nationwide

### DEMOGRAPHICS



**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *talkSPORT*
- **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.

\*talkSPORT's 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](mailto:production@hurstmediacompany.co.uk)

### CREATION, PROOFING & APPROVAL

#### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *talkSPORT*.
- Copy for advertorial features will be subedited by *talkSPORT*'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 and Wellbeing Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *talkSPORT*.
- 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 *talkSPORT*'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

Hurst Media Company  
1 Phipp St, London,  
EC2A 4PS

Tel: 020 3478 6017

[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

#### MEDIA SALES

Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

#### PRODUCTION DEPT.

Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

