

Homes and Improvements TOP 10 checklist

10 TOP BRANDS TO HELP YOU IMPROVE YOUR HOME AND MAKE THE MOST OF YOUR INDOOR SPACE
(Eventual title will be chosen by the Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH ONLINE

Homes and Improvements Top 10 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.

Curated by an experienced team of *The Sun Online* copywriters, **Homes and Improvements Top 10 Checklist** showcases a high-quality selection of 10 products and services, such as heating solutions, energy-saving hacks, tools, DIY and decorating, furniture, smart home products, garden products and interior accessories.

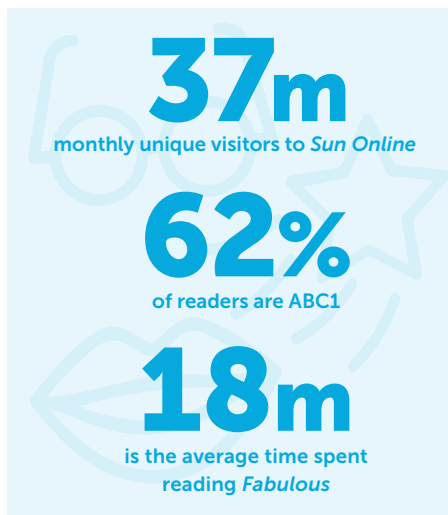
The Sun Online is one of the UK's top digital newsbrands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 62% of readers who are ABC1.

Homes and Improvements Top 10 Checklist serves as the essential guide for readers on ways to improve their homes and make the most of the space they have.

Homes and Improvements Top 10 Checklist is the perfect shop window for brands and organisations looking to benefit from *The Sun Online*'s robust editorial environment, a mass readership who are concerned about being happy at home and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- 43% of *The Sun* readers have done DIY in the home in the past 12 months
- 76% of all expenditure on DIY materials in the past 12 months has come from *The Sun* audience
- 53% of *The Sun* readers have researched or purchased home furnishings or DIY products online in the past 3 months.



SPONSORED ARTICLE EXAMPLE

Brighter boilers



Winter is coming, meaning it's that time of year once again to put the heating on and get cosy.

However, if your boiler is getting on a bit, this is also just about the right time for it to pack up and leave you in the lurch.

Luckily, your boiler can be better, thanks to B1right.

As well as speedy boiler replacements, they offer next-day boiler installations with a wide range of super-efficient regular, combi and system boilers available from the leading brands.

The whole process of choosing a new boiler takes three simple steps; just answer a few simple questions about your home and current heating arrangements, choose your boiler then book an appointment time. Easy.

All maintenance and installations are carried out by fully-qualified engineers, so you can rest assured that you're in safe and efficient hands.

The Info: Click here to find out more and get an instant boiler quote today.

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

RATE CARD

Native 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

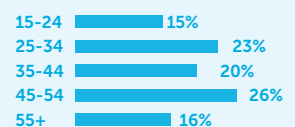
- Published in content relevant areas and hosted on the *Sun Online* perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun content via Apple News **7**
- Available nationwide

DEMOGRAPHICS

GENDER



AGE

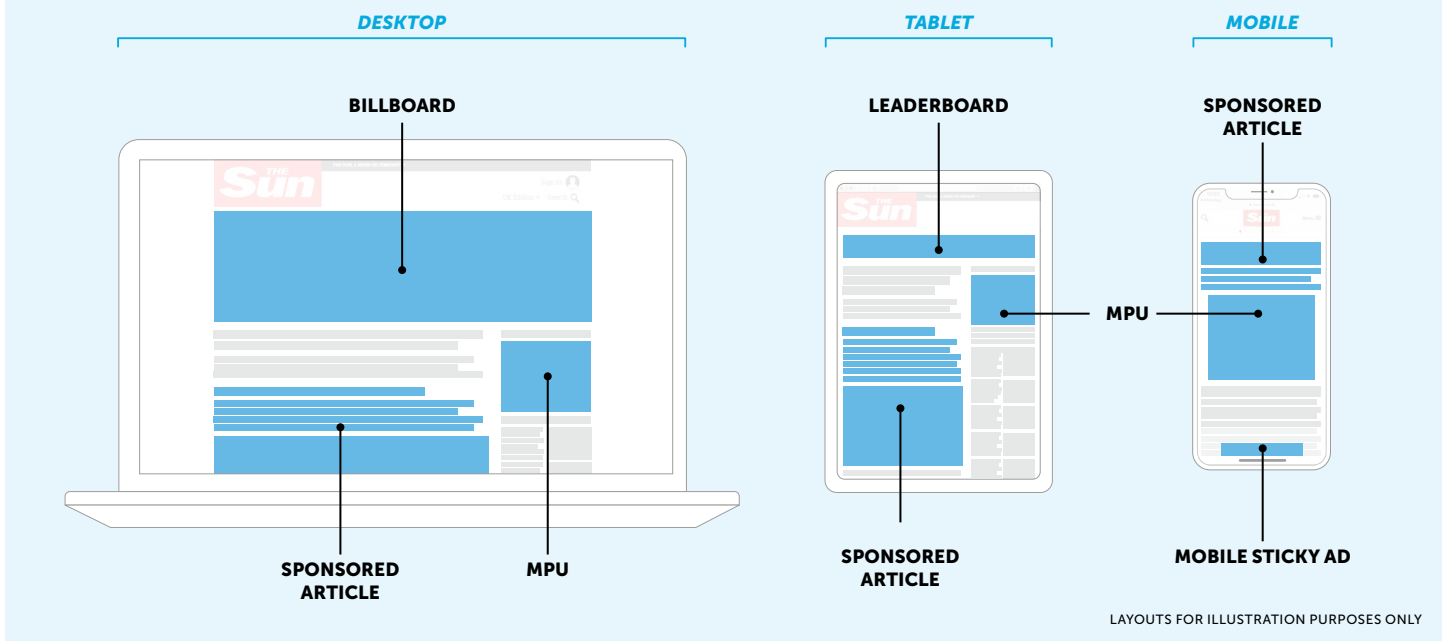


SOCIAL DEMOGRAPHIC



[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)

*The Sun website uses an ad platform which automatically inserts ads that might be shown before the video starts.

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.

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

- Homes and Improvements Top 10 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](#).

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