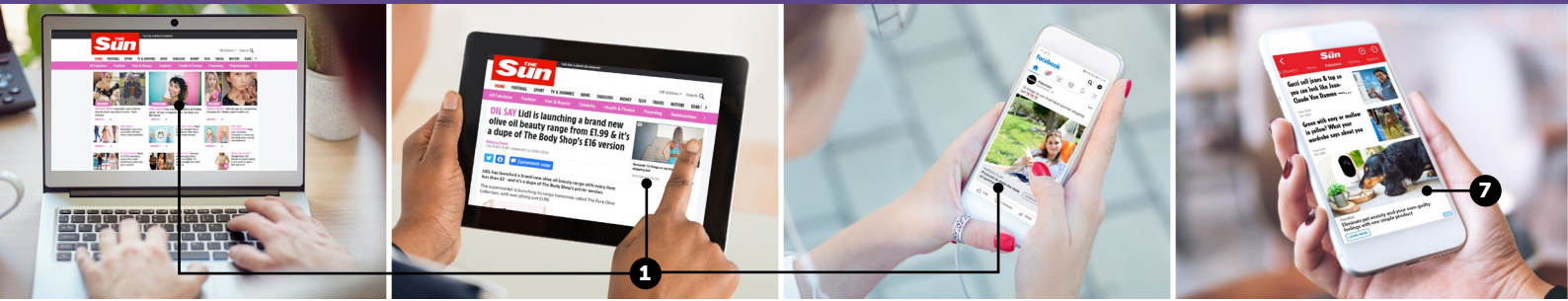


# Apps TOP 10 *checklist* ✓

**EVERYTHING AT YOUR FINGERTIPS: HERE ARE 10 TOP APPS THAT CAN MAKE YOUR LIFE EASIER**  
(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**

**Apps 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.

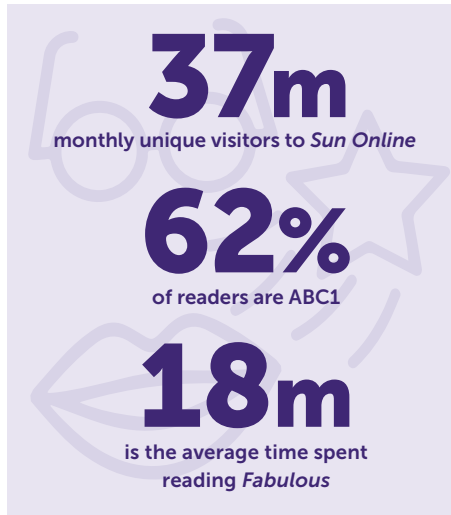
Curated by an experienced team of *The Sun Online* copywriters, **Apps Top 10 Checklist** showcases a high-quality selection of 10 apps from industries such as travel, health and wellbeing, financial and legal, food and drink, homes and interiors, music, green and ethical, charities and many more.

*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. **Apps Top 10 Checklist** serves as the an essential guide for readers who are seeking technology solutions for their lifestyle.

**Apps 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 interested in the latest apps and technology and crucially the gravitas of being featured on one of the most popular news websites.

## PARTICULARLY CONSIDERING

- *The Sun* readers are over 50% more likely to purchase something as a result of seeing an advert in the newspaper
- Research has shown that £1 in every £7 spent on groceries is spent by a *Sun* reader
- The readership of *Sun Online* is 55% female.



## SPONSORED ARTICLE EXAMPLE

Dip your toe into trading



If you want to explore the world of trading, eToro is a great place to start for a number of reasons. eToro is a multi-asset trading platform that allows users to trade various financial instruments, including stocks, cryptocurrencies, commodities, indices and more.

The platform is easy to navigate and users can buy popular stocks from around the world in just a few clicks. The offering includes Amazon, Google, Facebook, and Tesla. Better still, eToro offers commission-free trading on stocks, making it an affordable option for those looking to invest.

In terms of cryptocurrency, eToro has a variety of options for users to trade, including Bitcoin, Ethereum, and XRP. As with stocks, users can easily search for these cryptocurrencies on the platform and make trades. There's also a crypto wallet for users to securely store their digital assets.

Another useful feature is eToro's unique copy trading option, which allows users to copy the trades of experienced investors. This is handy for beginners, as well as those who simply don't have the time to research and analyse the markets.

The info: Click here to start investing.

**CLICK HERE TO SEE A LIVE SUN ONLINE 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**

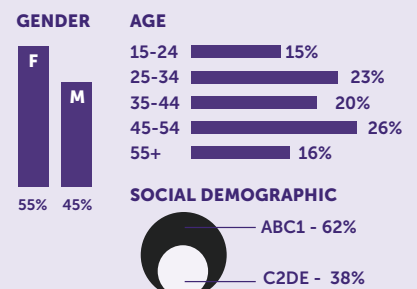
**Video upgrade £1,000**

**Competition Upgrade £1,000**

## DISTRIBUTION

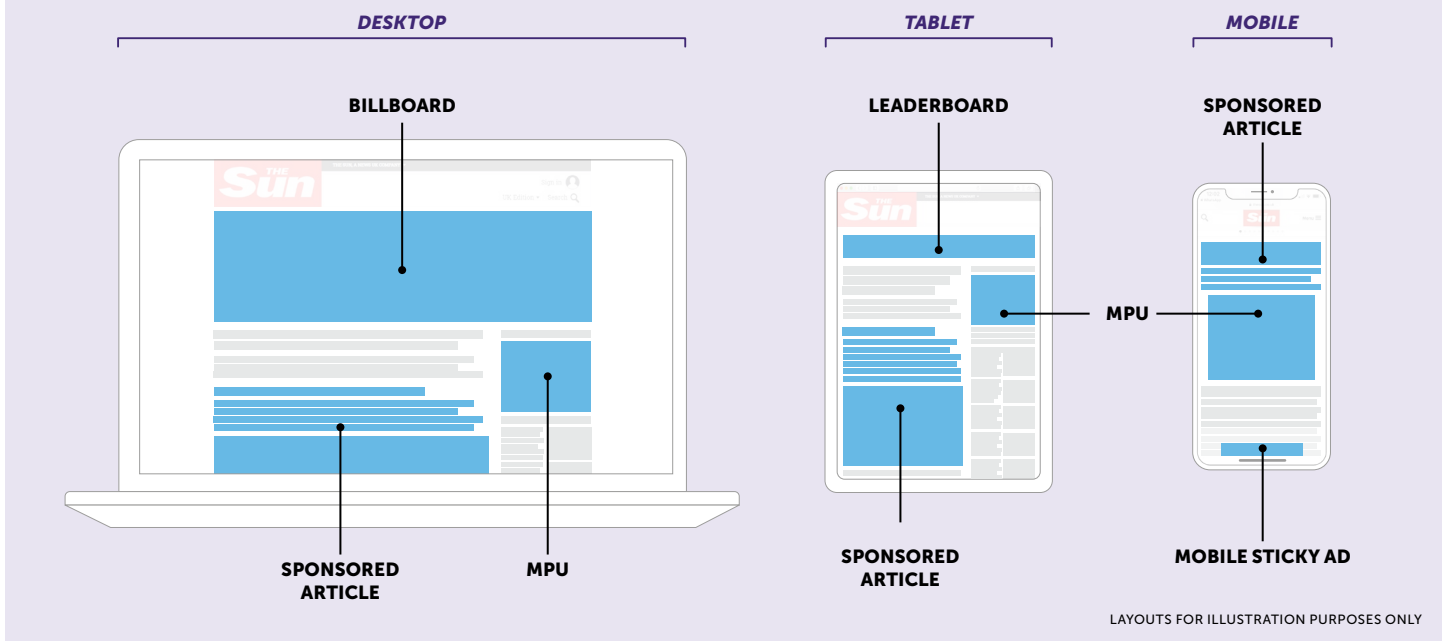
- Published in content relevant areas and hosted on the *Sun Online* perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun content via Apple News **7**
- Available nationwide

## DEMOGRAPHICS



**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)

#### 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 *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

- Apps 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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