

Education

TOP 10 *checklist* ✓

10 TIPS TO GAIN NEW SKILLS AND KNOWLEDGE OR SWITCH UP YOUR CAREER

(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**

Education Top 10 Checklist is a native feature of 10 sponsored articles published on the *Metro.co.uk* homepage. It initially appears in the sidebar **1**. The advertorial content is hosted perpetually on *Metro.co.uk* and includes individual links for all 10 advertising partners.

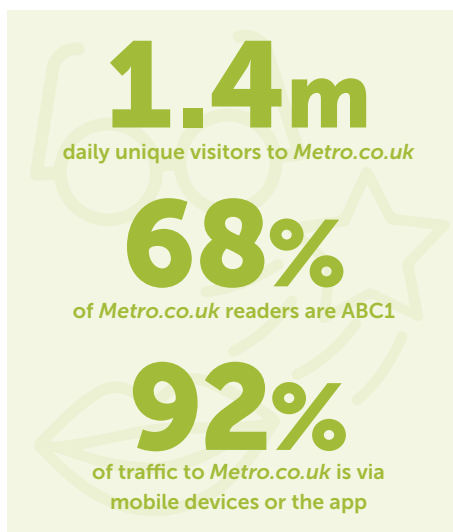
Metro.co.uk is a trusted source of information for the latest news and analysis. *Metro.co.uk* has 1.4 million daily unique visitors, therefore **Education Top 10 Checklist** serves as an essential guide for readers who buy a wide range of products. Furthermore, with 68% of ABC1 readers, *Metro.co.uk*'s affluent readership are willing to spend more to ensure they get the most out of their learning experience.

Education Top 10 Checklist showcases a high-quality selection of products and services to suit all tastes and ages, including college and school options, pre-schools, secondary schools, activity camps, adult learning, tutoring options, boarding schools, evening classes, distance learning and more.

Education 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.

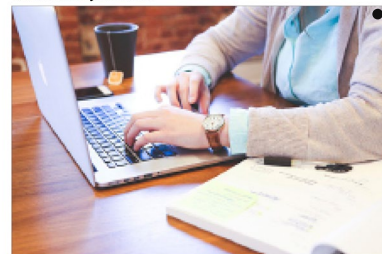
PARTICULARLY CONSIDERING

- *Metro.co.uk* has the highest proportion of millennials of all newsbrand websites
- *Metro.co.uk*'s readers are an average age of 43.



SPONSORED ARTICLE EXAMPLE

Get ahead in your career



Somewhat unexpectedly, we've all found ourselves with an awful lot of time on our hands. For many of us it's a blessing, because it has allowed us to reset and reevaluate what it is we actually want from life. However, some of us have been left climbing the walls as we try to keep ourselves entertained.

Now more than ever, it makes sense to dedicate this free time to some self-improvement, be it refining an existing skill or learning something completely new that could potentially better or even completely change your career – and that's where Udemy can help.

Whether it's a photography masterclass taught by a professional photographer, web development bootcamps or drawing classes, there are a huge number of exciting classes to choose from and expand your horizons with. Why not give it a try?

TRY IT: Click [here](#) to explore the classes on offer.

[CLICK HERE TO SEE A LIVE METRO.CO.UK FEATURE](#)

RATE CARD

Native package

Promoted on the sidebar of the *Metro.co.uk* homepage: **1**

- 1 sponsored article **2**
- 1 MPU **3**
- 1 billboard **4**
- 1 skyscraper **5**
- 1 mobile banner **6**

£12,000

DISTRIBUTION

- Promoted on the sidebar of the *Metro.co.uk* homepage for up to a month
- Published on *Metro.co.uk* perpetually
- Available nationwide

DEMOGRAPHICS

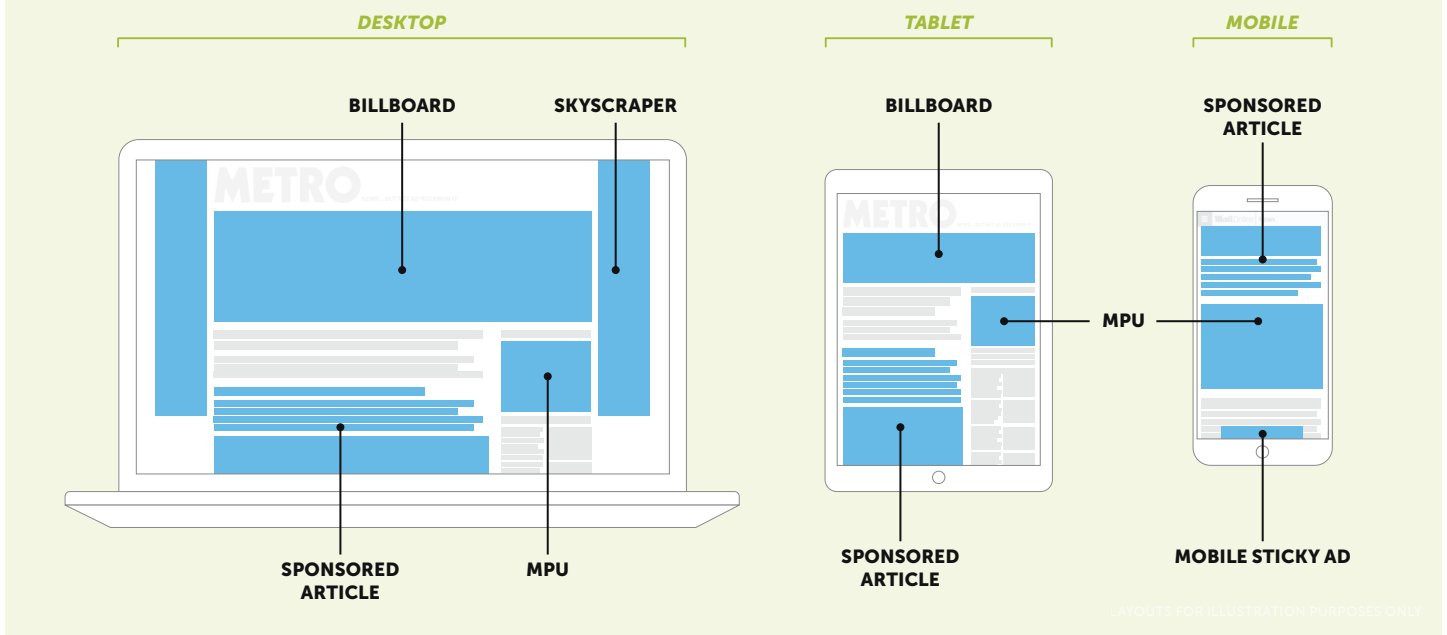
SOCIAL DEMOGRAPHIC



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

- Education Top 10 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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