

# Financial & Legal

## TOP 10 *checklist* ✓

### SAVE MONEY, MAKE MONEY: HERE ARE 10 TOP BRANDS TO CONSIDER WHEN REVIEWING YOUR FINANCES

(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**

**Financial & Legal 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.

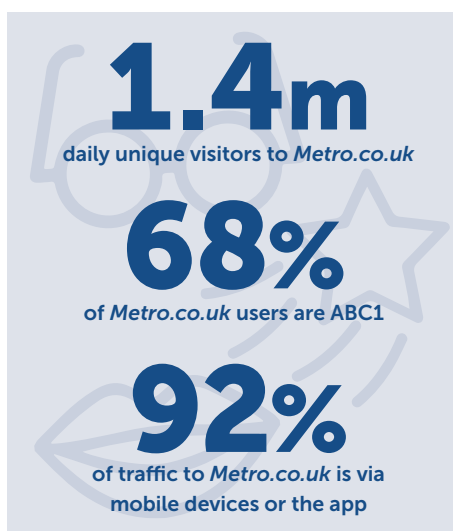
Metro.co.uk has 1.4 million daily unique visitors; therefore **Financial & Legal Top 10 Checklist** serves as an essential guide for readers who buy a wide range of products. Furthermore, with 68% of ABC1 readers, Metro.co.uk's affluent readership are willing to spend more to improve their business or make an impact on sales.

**Financial & Legal Top 10 Checklist** showcases a high-quality selection of products and services, including financial and legal services, IT solutions, networking spaces, the newest tech, recruitment options, EV charging options, corporate venues, HR consultancies, tax specialists and more.

**Financial & Legal 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 average user age is 43
- 68% of Metro.co.uk users are ABC1.



#### SPONSORED ARTICLE EXAMPLE

Make your savings work for you



Let the experts at Hampshire Trust Bank get your savings working hard for you.

Are you keen to maximise your money and really make your savings work as hard as you do? If so then it might be time to swap banks. And Hampshire Trust Bank (HTB) could be the one for you. This specialist bank, staffed by experts, is focused on helping both UK personal and business customers fully realise their ambitions.

Its award-winning personal savings accounts are a great alternative to keeping cash in a regular current account, while fixed and variable rates give customers a range of options to choose from when it comes to their saving goals.

And the best bit? HTB is dedicated to lending to UK businesses, so you can be assured that your investments are helping to drive the British economy.

**TRY IT:** For more information on the range of savings accounts and rates available, click here or call their dedicated UK-based support team.

[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**

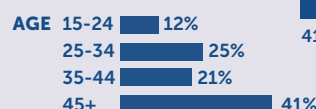
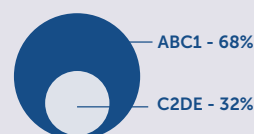
**£12,000**

#### 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

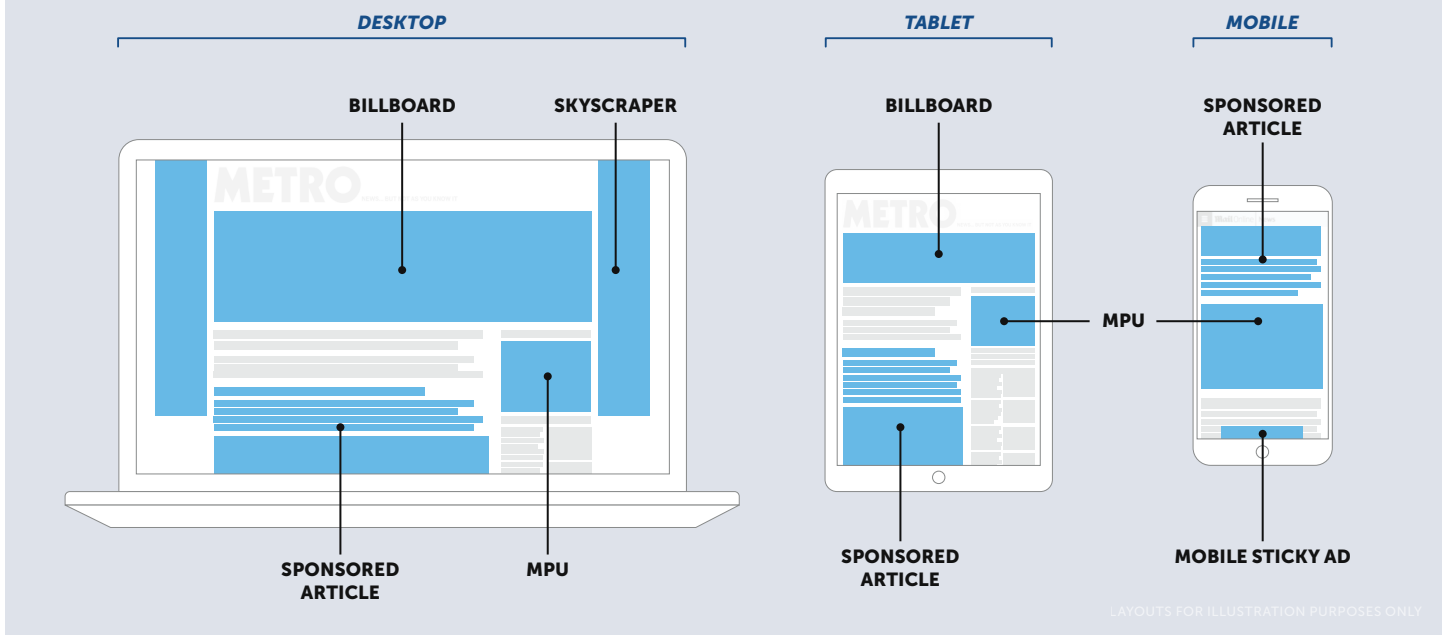
##### SOCIAL DEMOGRAPHIC



##### 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.co.uk* what they'd like the article to be about
- **Article word count:** 150 words

Editorial control of this features lies with *Metro.co.uk*. Advertisers can request amendments to the article, which will be subject to *Metro.co.uk*'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](mailto: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

- Financial & Legal 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](http://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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