

Food and Drink

TOP 10 *checklist* ✓

BITE-SIZED GENIUS: FEAST YOUR EYES ON THESE TOP 10 TIPS FOR SPRINGTIME CULINARY INSPIRATION

(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**

Food & Drink 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 **Food & Drink 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 transform the way they eat in and dine out.

Food & Drink Top 10 Checklist showcases a high-quality selection of products and services, including gourmet goods, kitchen tech and gadgets, culinary travel, wines, beers, spirits, cocktails, hot sauces, delivery services, meal planning solutions, subscription services, seasonal dining options and more.

Food & Drink 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.



1.4m
daily unique visitors to *Metro.co.uk*

68%
of *Metro.co.uk* users are ABC1

92%
of traffic to *Metro.co.uk* is via mobile devices or the app

SPONSORED ARTICLE EXAMPLE

Enjoy a slice of the nation's favourite



No kitchen is well stocked without a loaf or two that the entire family enjoys. No matter how many newfangled breads trend on social media, you and your household can never go wrong with a traditional white loaf.

At Hovis, their expert bakers have been baking bread for almost 140 years, so they've learnt a thing or two about making a great loaf. Hovis has become an iconic British brand and has remained part of the nation's fabric. Their relentless focus on quality and taste is proudly evident in the expertise and love that goes into making and baking every loaf. With its distinctive taste and texture, with every loaf remaining 'soft until the last slice', Hovis Soft White is a real crowd pleaser for the whole family.

Take time to enjoy the simple affordable pleasures in life with some classic, comforting, mealtime favourites.

Find delicious recipe inspiration at [hovis.co.uk](https://www.hovis.co.uk)

[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**

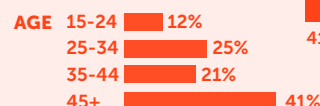
£12,000

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

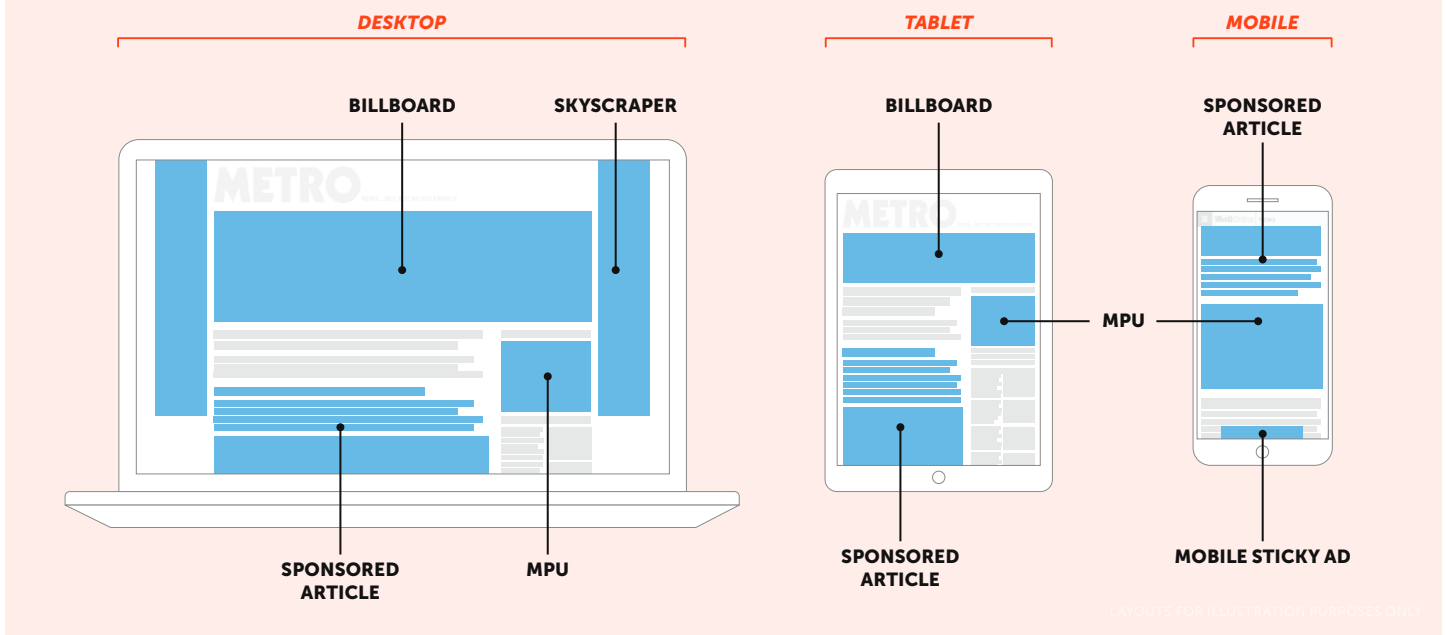
SOCIAL DEMOGRAPHIC



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

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

- Food & Drink 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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