

# Motoring and Transport

## TOP 10 *checklist* ✓

### 10 TOP WAYS TO KEEP YOU ON THE ROAD

(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**

Motoring & Transport 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 Motoring & Transport 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 interested in discovering more about the world of cars, cycling and transport.

Motoring & Transport Top 10 Checklist showcases a high-quality selection of products and services to suit all tastes and ages, including classic car auctions, dealerships, car insurance, leasing options, mechanics, customisation, paint jobs, car holidays, bike parts, train trips, days out and more.

Motoring & Transport 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.

**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**

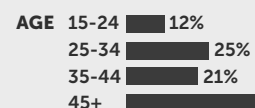
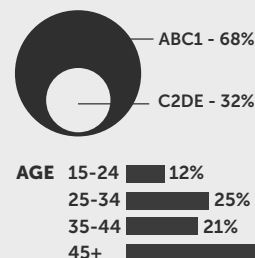
**£12,000**

## 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



### SPONSORED ARTICLE EXAMPLE

Va-va-VROOM!



Need a new car but can't be bothered with the faff of tramping around showrooms? We hear you. Finding a new motor comes with a lot of admin, from finding the ideal model to getting it serviced.

However, buying a car doesn't need to be stressful anymore, thanks to cinch.

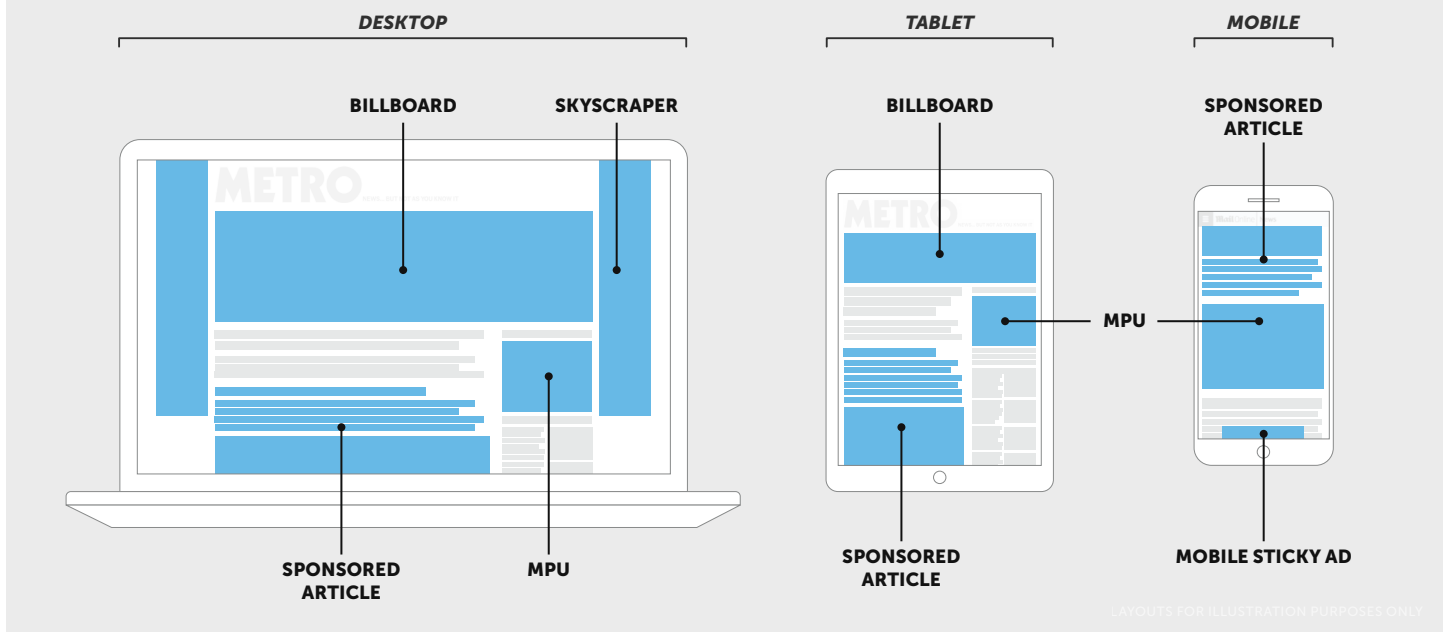
cinch has over 4,000 fully vetted used cars available to buy online, so you can shop vehicles from the comfort of your home. All cars are fixed price and there are easy payment and finance options available online. There's also guaranteed part-exchange and cinch will take away your old vehicle when they deliver your new one to your front door.

Having your new car delivered to your home is free on a day of your choice any day of the week across mainland UK. Plus, all cinch cars undertake a 225-point comprehensive car check and come with a 90-day free warranty.

To top it all off, in the event you decide your new car isn't for you, there's a no-quibble 14-day returns policy. Simple.

**The info:** Click here to find out more.

## 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*. 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](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

- Motoring & Transport 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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