

# Pride

## TOP 10 *checklist* ✓

FLY YOUR FLAG WITH PRIDE THANKS TO THESE 10 TOP QUEER-FRIENDLY COMPANIES

(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** DURING PRIDE MONTH

**Pride** 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 an ally to the LGBTQ+ community and trusted source of information for the latest Pride news and analysis. *Metro.co.uk* has 1.4 million daily unique visitors, therefore **Pride 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 best for themselves and their loved ones.

**Pride** Top 10 Checklist showcases a high-quality selection of products and services from various industries for members of the LGBTQ+ community, including travel, health and wellbeing, financial and legal, food and drink, homes and interiors, music and culture, green and ethical, charities and many more.

**Pride** 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.



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

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

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

### SPONSORED ARTICLE EXAMPLE

Gift yourself the future you



For inspiration your loved ones can rely on, Technogym's solutions offer a personalised wellness gift to help them achieve their goals.

For those who enjoy alternating bodyweight exercises and workouts with accessories, Technogym Bench is the all-inclusive functional training solution designed to combine the greatest variety of exercises with the smallest possible footprint. It allows you to perform a wide range of resistance, strength and core-training exercises in a limited space, thanks to its innovative design and included tools.

Furthermore, Technogym Live offers endless entertainment options, including Netflix, YouTube, TV, social media, and more. When it comes to bootcamps, the console also offers exercises and programs to perform off-treadmill on the Technogym Bench.

To create the wellness space of your dreams, visit [technogym.com](https://technogym.com)

[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

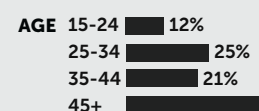
**£12,000**

### 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

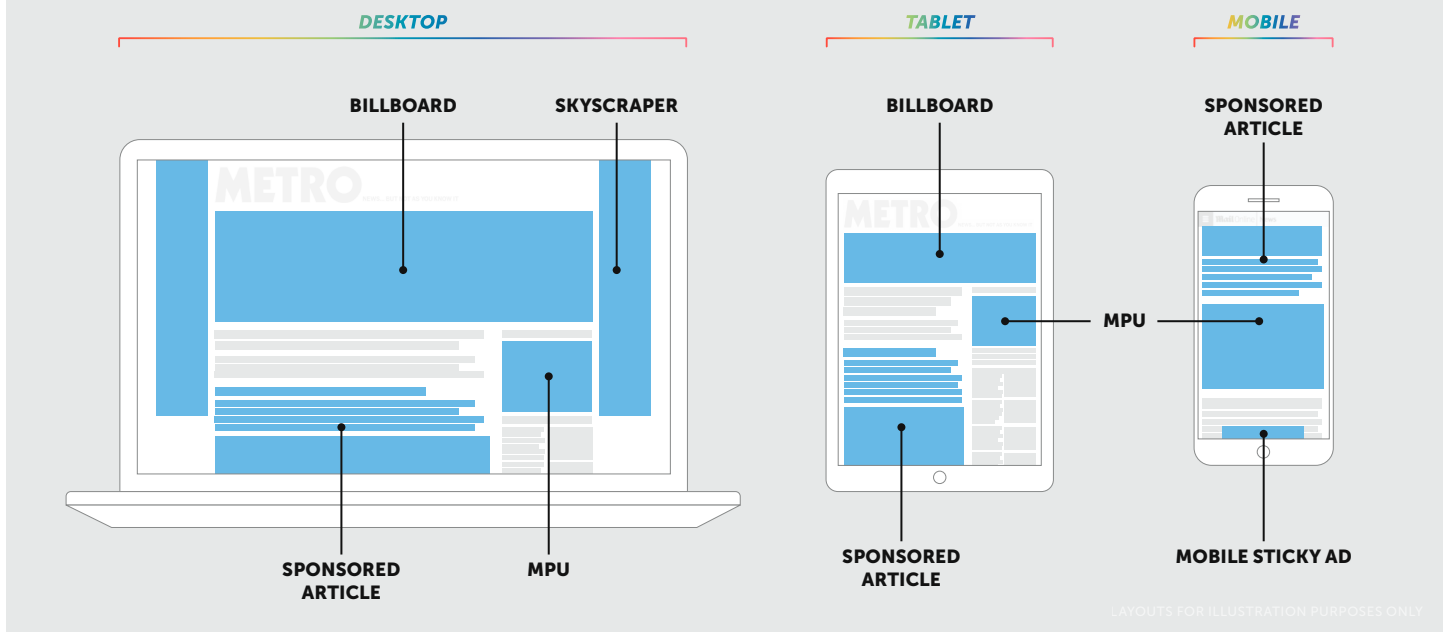
#### SOCIAL DEMOGRAPHIC



#### 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](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

- Pride 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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