

# Gadgets and Tech

## TOP 10 *checklist* ✓

### EVERYTHING AT YOUR FINGERTIPS: HERE ARE 10 TOP DEVICES THAT WILL KEEP YOU CONNECTED

(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**

The **Gadgets & Tech Top 10 Checklist** is a native feature of 10 sponsored articles initially 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.

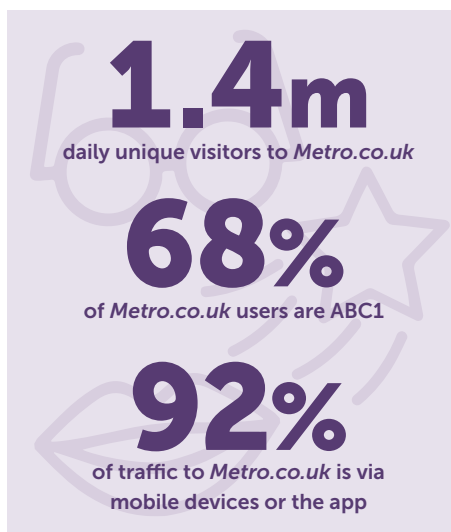
As *Metro.co.uk* has 1.4 million daily unique visitors, the **Gadgets & Tech Top 10 Checklist** serves as an essential guide for readers who are seeking technology solutions for their lifestyle. Furthermore, with 68% ABC1 readers, *Metro.co.uk*'s affluent readers are willing to spend more to get their hands on the latest tech.

The **Gadgets & Tech Top 10 Checklist** showcases a high-quality selection of products to benefit these readers, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

The **Gadgets & Tech Top 10 Checklist** is the perfect shop window for brands and organisations to benefit from an affluent and interested audience, who, when presented with accurate, reliable information, are highly suggestible to purchasing new products and services.

#### 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

##### Razer Chroma



Discover more ways to have a gaming experience so immersive, your surroundings come to life. Razer Chroma RGB and Philips Hue bring customizable reactive lighting to your gameplay - so you can flood your room with the colour of every winning move.

Hue lights integrate seamlessly across all your Razer Chroma RGB enabled devices so every light source in the room reacts with your game. Choose to individually set each bulb to your preferred color, enjoy customizable lighting across multiple zones, or sync all lighting with a single touch, and enjoy full synchronization - all with Synapse.

Open a gateway of endless customization possibilities. Chroma Studio gives you the tools to create custom different lighting effects across your Synapse-supported devices for a setup that's truly your own. Or take your pick from stunning pre-configured effects like cascading waves or nice warm fire.

Find out more [razer.com](https://www.razer.com)

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#### 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**

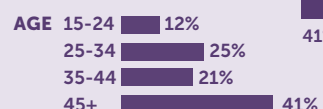
**£12,000**

#### 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

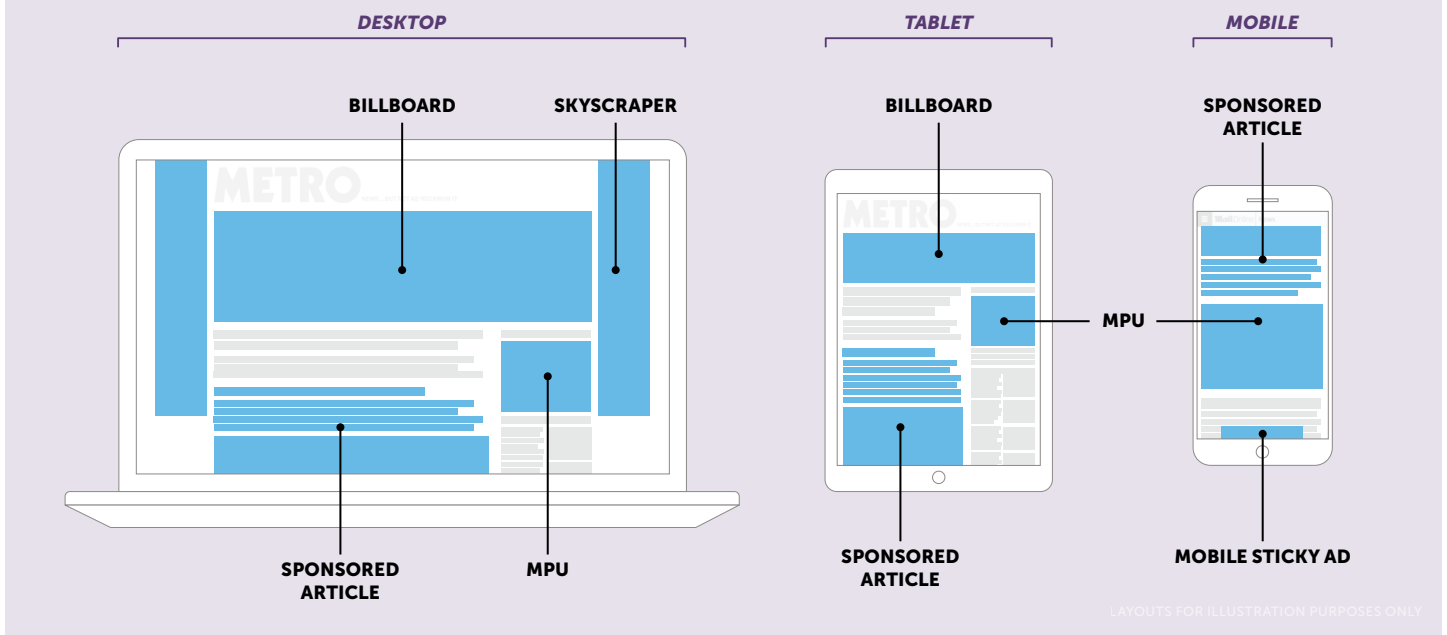
##### SOCIAL DEMOGRAPHIC



##### 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

- All 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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