

Mum and Baby

TOP 10 *checklist* ✓

10 TOP BRANDS THAT EVERY NEW MUM NEEDS TO KNOW ABOUT

(Eventual title will be chosen by the OK! Magazine on the basis of SEO score to drive highest traffic, engagement and searchability)

PUBLISHED WITH **OK!**.co.uk

Mum & Baby Top 10 Checklist is a native feature of 10 sponsored articles published on *OK.co.uk*. It appears in content relevant areas of the website and is promoted by way of circa 2.5 million ad-site traffic drivers **1** – the advertorial content is hosted perpetually on *OK.co.uk* and includes individual links for the benefit of all 10 advertising partners.

OK.co.uk reaches an audience of 6.7 million monthly unique visitors across their digital platforms. The site boasts an affluent, female audience: 67% female and 60% who are ABC1. Thanks to first rate content by some of the most respected journalists, **Mum & Baby Top 10 Checklist** serves as the essential guide to help new or expectant mothers make the best choices available for their children.

Curated by an experienced team of *OK.co.uk* copywriters, **Mum & Baby Top 10 Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, baby clothing, health products, family-friendly furniture, maternity wear, baby-friendly holidays, birthing plan solutions, fertility, new-born essentials and homemaking inspiration.

OK! has always been regarded as the home of celebrity weddings, and celebrity mum and baby features. This means that **Mum & Baby Top 10 Checklist** is the perfect shop window for brands and organisations looking to benefit from *OK.co.uk*'s sympathetic editorial environment reaching an affluent, engaged and influential ABC1 audience who are highly susceptible and confident in making their buying decisions.

PARTICULARLY CONSIDERING

- 85% of *OK.co.uk* readers are main shoppers
- 38% are parents with children under 18
- 67% of *OK.co.uk* readers are female.

[CLICK HERE TO SEE AN EXAMPLE](#)

RATE CARD

Sponsored article and banner package £12,000

1 Promoted by way of circa 2.5m ad-site traffic drivers: 1 sponsored article **2**, 1 MPU **3**, 1 billboard **4**, 1 mobile banner **5**, 1 leaderboard **6**

Competition Upgrade £1,000

DISTRIBUTION

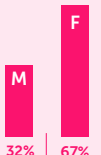
- Published in content relevant areas and hosted on *OK.co.uk* perpetually
- Promoted by way of circa 2.5m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

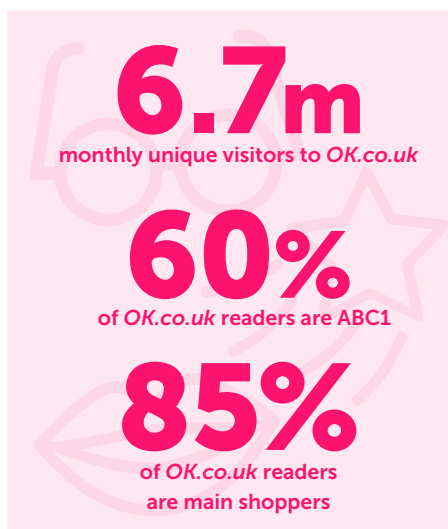
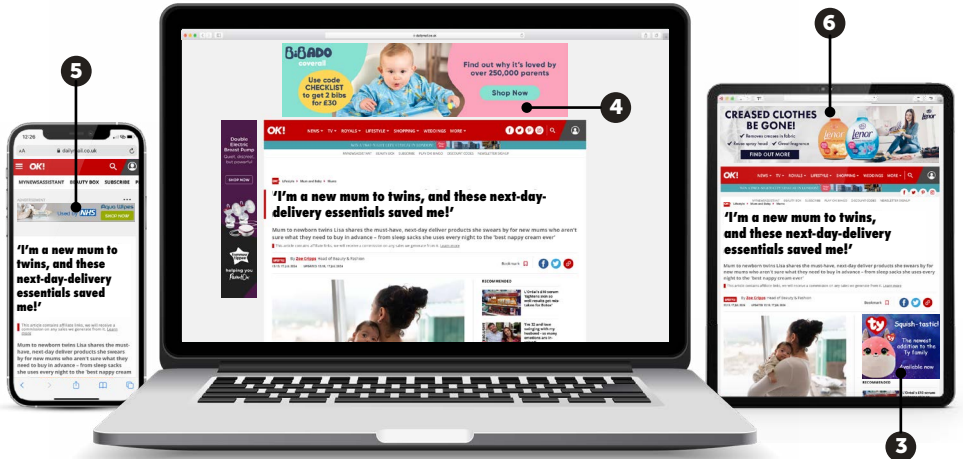
SOCIAL DEMOGRAPHIC



GENDER



[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)



SPONSORED ARTICLE EXAMPLE

Make feed time simpler



No one said parenting was easy, which is why mums and dads everywhere are always on the hunt for child-rearing hacks.

One brand which is helping parents' lives run more smoothly is Tommee Tippee. This top baby brand has a number of innovative yet simple products for feeding, soothing, bathing and sleeping which are not only loved by babies, but recommended by parents too.

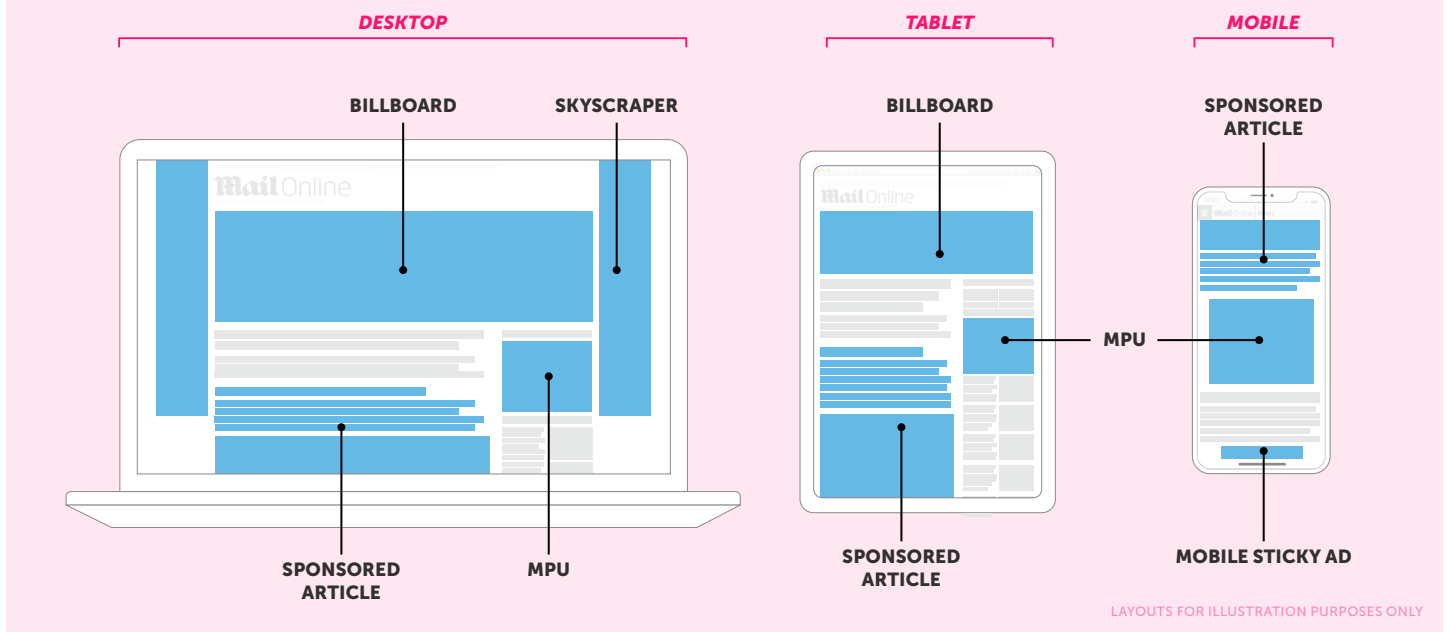
The Made For Me Double Breast Pump, for example, is a discreet breast pump which mimics your baby's latch on. Combined with its cushioned silicone MassageTee cups, this nifty device makes expressing milk that little more comfortable wherever you are.

There's also the Made For Me Disposable Breast Pads, which can be customised to fit your bra with multi-absorbent layers, so you can go about your day without any risk of leaking.

And finally, for baby, there's the Closer To Nature Silicone Baby Bottle. The soft-as-skin teat it comes with can help with the transition from breast to bottle, while its silicone design makes it dishwasher-friendly and smell repellent.

The Info: Click here to discover the full product range. Sign up to Tommee Tippee for 15% off your first order.

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by OK! Magazine
- **Article word count:** 150 words

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by OK.co.uk
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service. In case of a video upgrade, that should be supplied as an MP4 file (16:9 ratio, 30" recommended length).

DISPLAY AD SPECS

BILLBOARD

- Displays on desktop and tablet
- **Size:** 970px (w) x 250px (h)

SKYSCRAPER

- Displays on desktop only
- **Size:** 120px (w) x 600px (h)

MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

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 OK.co.uk.
- Copy for advertorial features will be subedited by *OK! Magazine's* 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 is required within 72 hours, unless advised otherwise.

TERMS & CONDITIONS

- Mum & Baby Top 10 Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on OK.co.uk.
- All bookings are made subject to our Terms & Conditions of advertising, which are available [here](#).
- 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 *OK! Magazine's* editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).