

# Green and Ethical

## TOP 10 *checklist* ✓

**WANT TO LOOK GOOD AND LIVE BETTER? THESE ARE 10 BRANDS THAT WILL HELP YOU FEEL YOUR BEST**

(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**

Green & Ethical Top 10 Checklist is a native feature of ten 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 ten advertising partners.

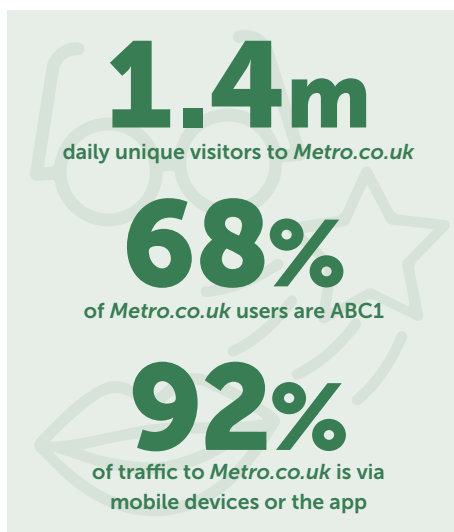
Metro.co.uk has 1.4 million daily unique visitors, so the Green & Ethical Top 10 Checklist serves as an essential guide for readers who buy a wide range of green and ethical products. Furthermore, with 68% of ABC1 readers, Metro.co.uk's affluent readership are willing to spend more to ensure that their family and loved ones only get the best.

Green & Ethical Top 10 Checklist serves as the essential guide to empower these readers to make positive changes in order to lead a more ecologically aware lifestyle. It will showcase a high-quality selection of environmentally-friendly products and services ranging from food & drink, fashion, and technology, to charities and travel options.

Green & Ethical 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 reader age is 43.



**CLICK HERE TO SEE A LIVE FEATURE**

### SPONSORED ARTICLE EXAMPLE

**Home Cleaning Products With A Conscience**

**RECOMMEND**

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EXAMPLES FOR ILLUSTRATION PURPOSES ONLY

### 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**

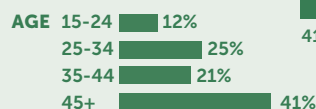
**£12,000**

### 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

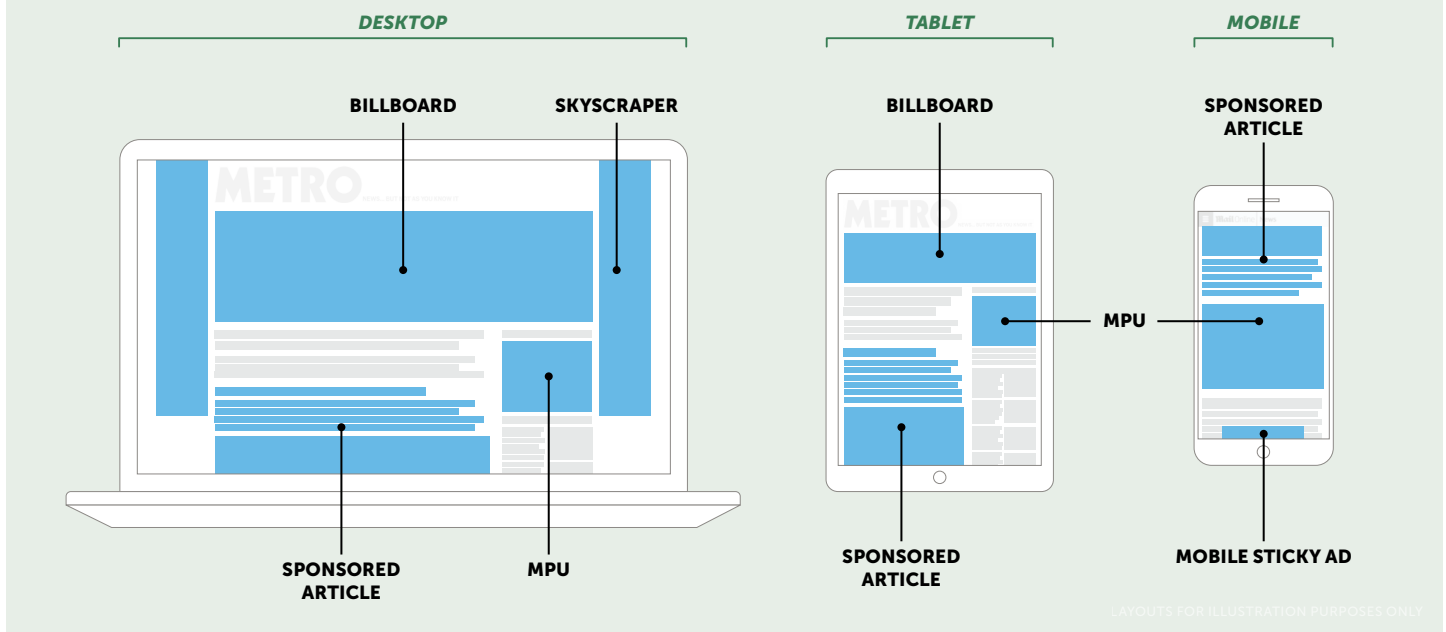
#### SOCIAL DEMOGRAPHIC



#### 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

- Health & Wellbeing 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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