

Homes and Interiors

TOP 10 *checklist* ✓

TOP 10 INSPIRATIONS FOR THOSE LOOKING TO MOVE, IMPROVE OR MAKE A HOUSE A HOME

(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**

Homes & Interiors Top 10 Checklist is a native feature of 10 sponsored articles published on the *Metro.co.uk* homepage. It initially appears in the first 10 articles of the sidebar **1**. The advertorial content is hosted perpetually on the Lifestyle section and includes individual links for all 10 advertising partners.

Curated by an experienced team of *Metro.co.uk* copywriters, this native feature showcases a high-quality selection of 10 products and services, including home furnishings, interiors accessories, smart appliances, energy saving products and DIY.

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, with **Homes & Interiors Top 10 Checklist** thus serving as an essential guide for readers who buy a wide range of products. With 68% of their audience being ABC1 readers, *Metro.co.uk*'s affluent readership are willing to bring their homes and interiors ideas into reality. **Homes & Interiors Top 10 Checklist** serves as the essential guide for readers on the latest trends, inspirations and ways to increase the value of their homes through the power of home improvements.

Homes & Interiors 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

A beautiful night's sleep



We spend about a third of our lives sleeping, so investing in a good bed is an absolute must. But looking around for an attractive bed can be hard work.

Not with Button & Sprung. This British company offer a fresh approach to buying a bed, combining stylish upholstered beds with a commitment to excellent customer service.

They have a diverse range of made-to-order frames on offer starting from just £545, which all come with 100 nights free returns, a 10-year guarantee and free delivery within roughly 65 miles of London, so buying a perfect bed has never been easier.

Whether you're after a classic divan or an ottoman storage bed, Button & Sprung can help you design your dream bed in one of over 100 exclusive fabrics. Plus, because they design, make and deliver the beds themselves, it's a speedy and great value service. So much so, in fact, that 99% of reviewers would recommend Button & Sprung.

The Info: Click here to find out more or call to speak to the team to get advice on bed or mattress buying on 0333 320 1801.

CLICK HERE TO SEE A LIVE 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**

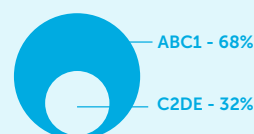
£12,000

DISTRIBUTION

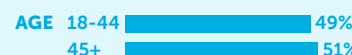
- Promoted on the sidebar of the *Metro.co.uk* homepage for up to a month
- Published on *Metro.co.uk* perpetually
- Available nationwide

DEMOGRAPHICS

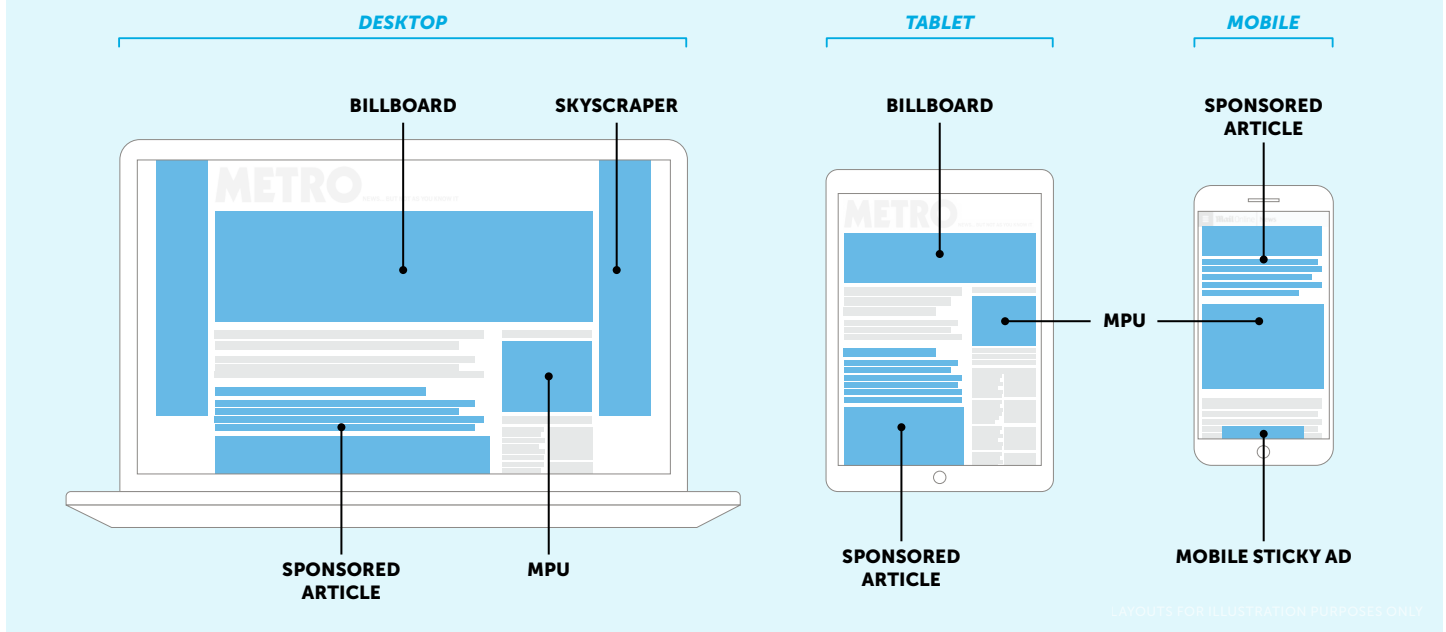
SOCIAL DEMOGRAPHIC



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

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

- Homes & Interiors 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.
- 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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