

# New Year's Resolutions

*checklist* 

## 10 TOP WAYS TO STICK WITH YOUR NEW YEAR'S RESOLUTIONS

(Eventual title will be chosen by Metro.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)

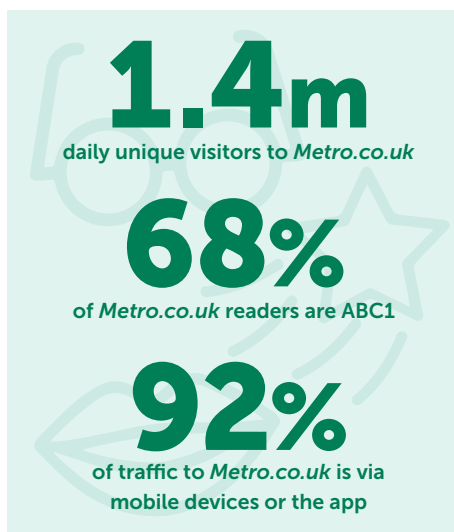
PUBLISHED WITH **METRO.co.uk**

The **New Year's Resolutions Checklist** is a native feature of ten sponsored articles published on the *Metro.co.uk* homepage. It initially appears in the first ten articles of the sidebar **1**. The advertorial content is hosted perpetually in the Lifestyle section, and includes individual links for the benefit of all ten advertising partners.

*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, so the **New Year's Resolutions Checklist** serves as the essential guide to help readers make positive changes in order to lead an improved lifestyle in 2025.

The **New Year's Resolution Checklist** showcases a high-quality selection of products and services, ranging from learning new skills and careers, specialist food supplements, alternative therapies, diet and fitness advice, new adventures and hobbies, as well as ways to save money and break bad habits.

The **New Year's Resolutions 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.



**SPONSORED ARTICLE EXAMPLE**

Start off your new year with a white smile



Our smiles are one of the things people notice first about us - so make sure you're stepping into the new year with teeth that are ready for their close up.

Luckily for us, Beverly Hills Formula have a new and improved Professional White Range. The range includes Professional White Black Pearl Whitening, with its new advanced formula which contains Activated Charcoal to help eliminate bacteria causing bad breath. This is combined with professional whitening ingredient (PAP) Advanced Pyrophosphates, Hydrated Silica and Pearl Powder, to help remove surface and deep stains without harming the enamel.

Meanwhile, their newly launched Professional White Advanced Silver Whitening ingredients include Nano-Silver, Hyaluronic Acid and professional whitening ingredient (PAP) - which all help to achieve strong antibacterial and anti-plaque action. Now, that's something to smile about!

The info: Click here to shop Beverly Hills Formula and save a 2nd at Boots.

EXAMPLES FOR ILLUSTRATION PURPOSES ONLY

[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**

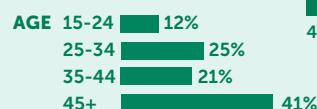
**£12,000**

### DISTRIBUTION

- Promoted on the sidebar of the *Metro.co.uk* homepage for up to a month
- Advertiser will receive a guaranteed 1,000 clicks from ads served from Apple News
- Published on *Metro.co.uk* perpetually
- Available nationwide

### DEMOGRAPHICS

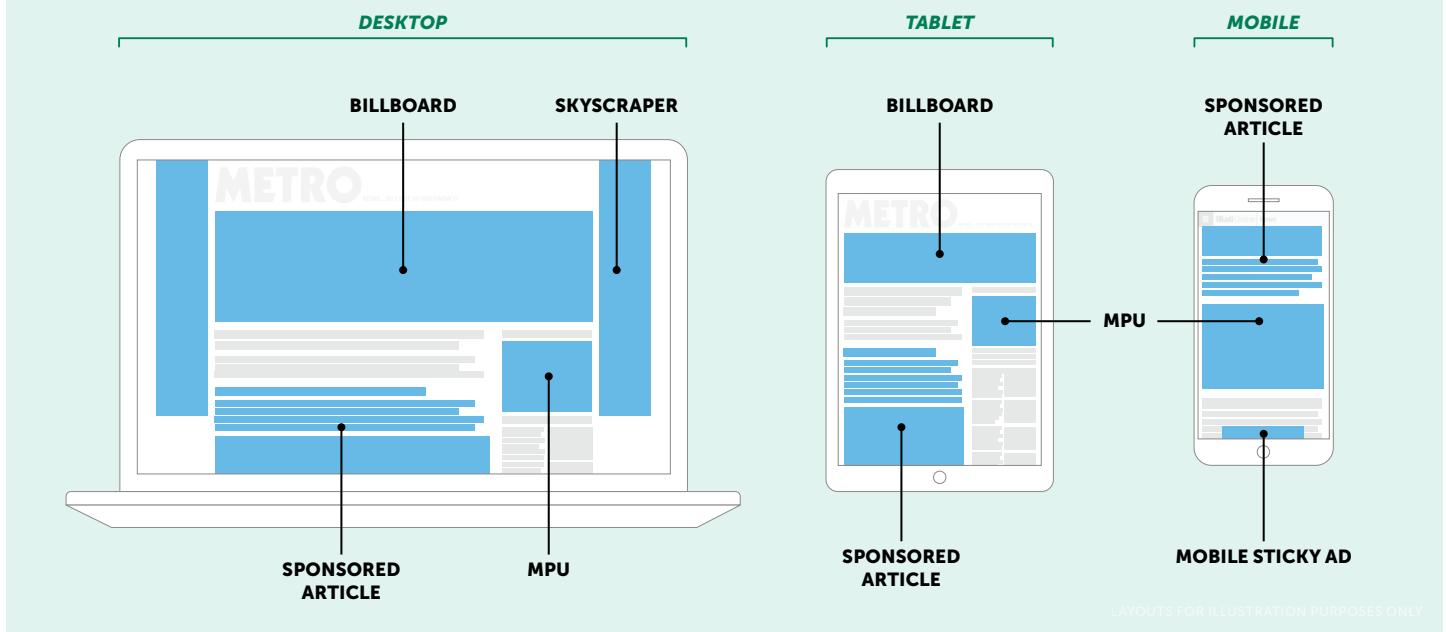
#### SOCIAL DEMOGRAPHIC



#### 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

- New Year's Resolutions 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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