

# Weddings TOP 10 *checklist* ✓

**MAKE YOUR SPECIAL DAY ONE TO REMEMBER WITH THESE 10 TOP BRANDS**

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

**PUBLISHED WITH  .co.uk**

**Weddings Top 10 Checklist** is a native feature of ten 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 ten 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, the **Weddings Top 10 Checklist** serves as the essential guide for newlyweds to be, providing a handpicked selection of brands committed to ensuring that their special day is everything they had ever dreamed of.

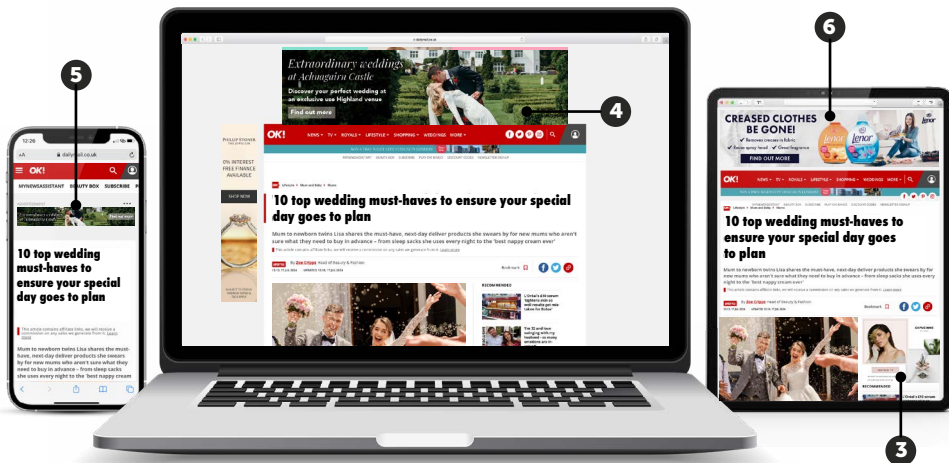
Curated by an experienced team of OK.co.uk copywriters, **Weddings Top 10 Checklist** showcases a selection of high-quality products and services including everything from party planners, cakes, dresses, venues, and photographers to car hire, DJs, caterers, florists and much more.

**Weddings 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 female 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**



**6.7m**  
monthly unique visitors to OK.co.uk

**60%**  
of OK.co.uk readers are ABC1

**85%**  
of OK.co.uk readers are main shoppers

## SPONSORED ARTICLE EXAMPLE

The most romantic time of the year!



Browns specialise in traditional diamonds as well as their all-new Lab Grown Diamond, a gorgeous alternative which takes considerably less energy to produce than digging for the natural kind. Rest assured that you'll still be able to guarantee the origin of your diamond and it will come fully certified as standard. What's more, lab-grown is equally as breathtaking as any other kind of diamond - and they are typically 20-30% cheaper than their natural counterparts!

Discover the huge range of gorgeous engagement rings Browns Family Jewellers have to offer this Christmas. Their concierge team is also able to discuss bespoke requirements to ensure your proposal will be unforgettable.

**The Info:** [Click here](#) to find out more and use discount code **CHECKLIST** to get a **FREE** pair of aquamarine earrings with any order over £250.

## 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**

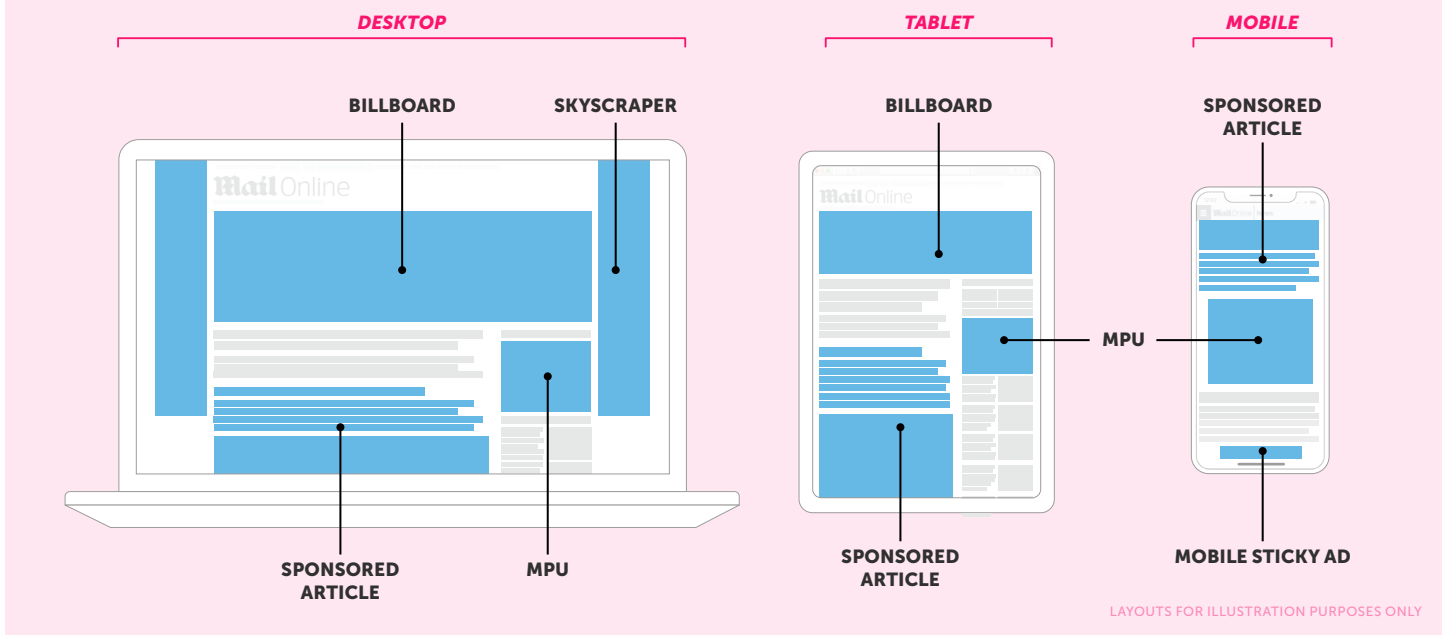


**GENDER**



**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

## 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](mailto:production@hurstmediacompany.co.uk)

### CREATION, PROOFING & APPROVAL

#### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to [OK.co.uk](http://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

- Weddings 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](http://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](#).

#### CONTACT DETAILS

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EC2A 4PS

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VAT number: 161866882

#### MEDIA SALES

Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

#### PRODUCTION DEPT.

Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

