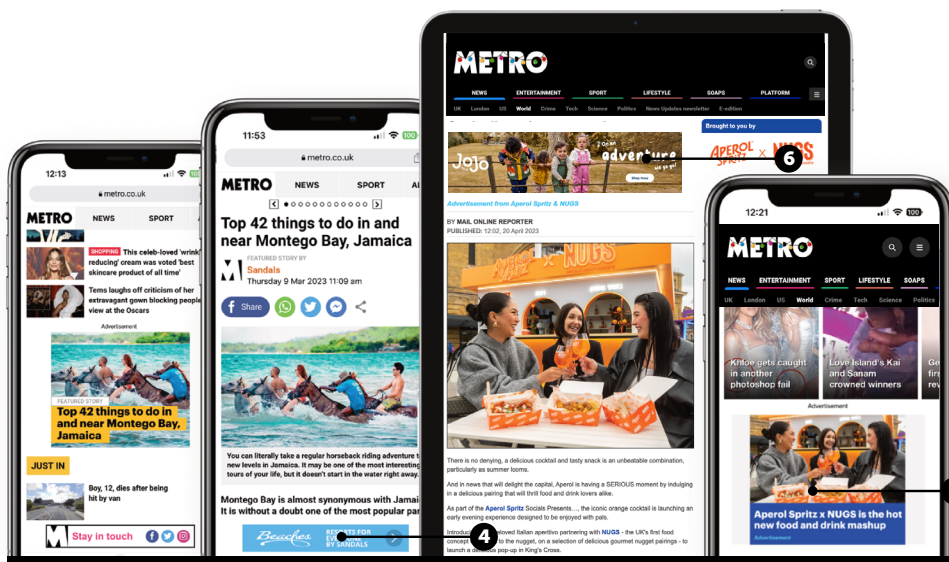


# SOLUS NATIVE FEATURE

PUBLISHED WITH **METRO.co.uk**

PUTTING YOUR BRAND IN THE SPOTLIGHT



A solus native feature is your brand's unique sponsored article published on the *Metro.co.uk*. It appears in content relevant locations across the website **1** – the advertorial content is hosted perpetually on the *Metro.co.uk* and includes links for the benefit of one advertising partner.

Written by an in-house copywriter from your briefing form, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article. *Metro.co.uk* is a trusted source of information for the latest news and analysis with 1.4 million daily unique visitors. A solus article with *Metro.co.uk* provides the opportunity to get your brand in front of this large audience. The content is created by *Metro.co.uk* and you stay in control of the story that goes live on the site.

A solus native feature is the perfect shop window for brands and organisations to benefit from *Metro.co.uk*'s robust editorial environment, an engaged and affluent ABC1 audience.

**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

## 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.

## SPONSORED ARTICLE EXAMPLE



**Cocktails and nuggets - the summer combo you never knew you needed! Aperol Spritz join forces with UK's first gourmet nugget restaurant NUGS for the ULTIMATE al fresco London pop-up**

Advertisement from Aperol Spritz & NUGS

BY MAIL ONLINE REPORTER  
PUBLISHED: 12:02, 20 April 2023



There is no denying, a delicious cocktail and tasty snack is an unbeatable combination, particularly as summer looms.

And in news that will delight the capital, Aperol is having a SERIOUS moment by indulging in a delicious pairing that will thrill food and drink lovers alike.

As part of the **Aperol Spritz** Socials Presents... the iconic orange cocktail is launching an early evening experience designed to be enjoyed with pals.

Introducing - the beloved Italian aperitivo partnering with **NUGS** - the UK's first food concept dedicated to the nugget, on a selection of delicious gourmet nugget pairings - to launch a delicious pop-up in King's Cross.

Diners will be treated to the option of three mouthwatering flavours - including those with a chicken or cauliflower base and a vegan option - and will be on offer in the London hotspots on 20<sup>th</sup> and 21<sup>st</sup> April, in a nod to the next big thing in al fresco dining.

The food and drink is designed to be shared and by using only the finest ingredients an unrivalled taste experience is provided - with the gourmet nugget and Aperol Spritz pairings bringing a fun twist to the Italian tradition for Aperitivo.

The simple, unique and delicious nugget flavours include Life is Butter with Garlic, Mozzarella-hella Good Nugs, and Simply the Zest - a feast for the eyes (and the 'gram), as well as the senses.



## RATE CARD

**Sponsored article and banner package £18,750**

1 sponsored article **2**, 1 MPU **3**,  
1 mobile banner **4**, 1 billboard **5**,  
1 skyscraper **6**, 1 leaderboard **7**

**Video upgrade £1,000**

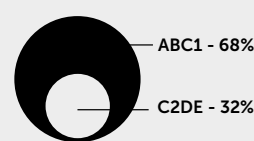
**Competition upgrade £1,000**

## DISTRIBUTION

- Published on the *MetroOnline* and promoted by way of 1 million ad-site traffic drivers\*
- Advertiser will receive a guaranteed 1000 clicks from ads served on *MetroOnline*
- Available nationwide

## DEMOGRAPHICS

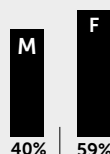
### SOCIAL DEMOGRAPHIC



AGE 18-44  
45+

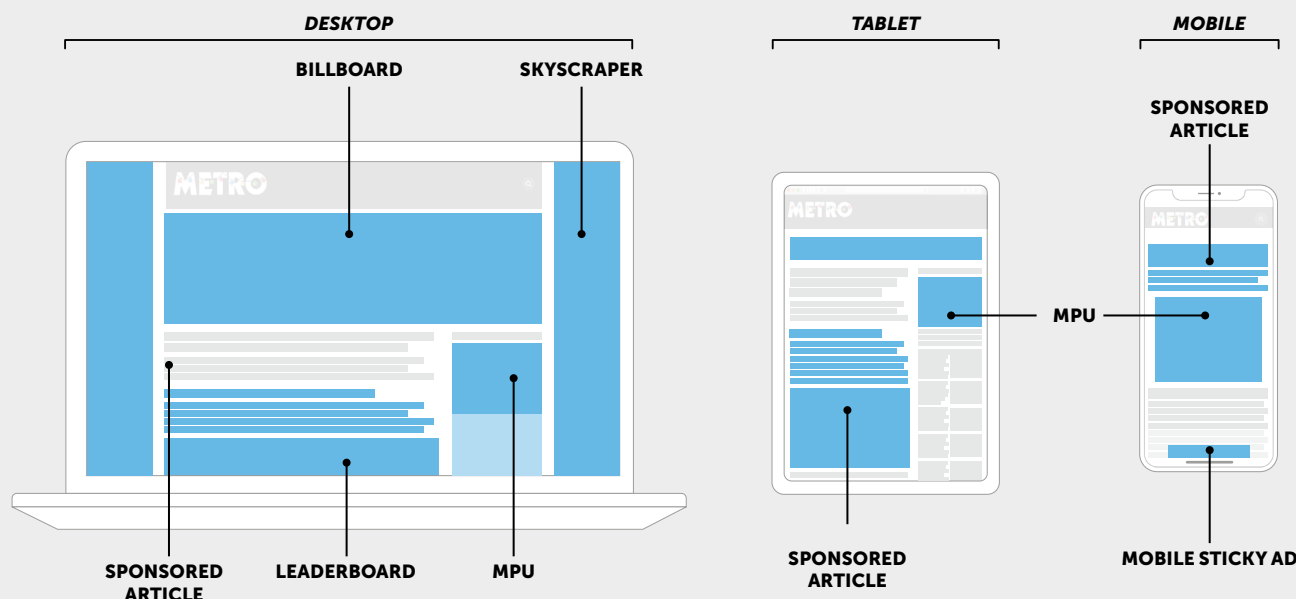
49%  
51%

### GENDER



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

## ADVERTISING POSITIONS



LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Word count:** 500 words
- **Headline:** Written by *Metro.co.uk*
- **Contact information:** Your website

#### IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service. You can supply 2-3 images. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

### DISPLAY ADS 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)

If you'd like the team to design display adverts for you, please fill in the artwork brief.

You can provide your own tracking links for the display ads, or we can arrange this for you.

#### MOBILE STICKY AD

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

#### LEADERBOARD

- Displays on desktop and tablet
- **Size:** 728px (w) x 90px (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 PROCESS

- After receiving your content, Hurst Media Company will review and forward to *Metro.co.uk*.
- Copy for advertorials will be subedited by *Metro.co.uk*'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 approval to publish the article or any factual copy corrections.
- 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 48 hours unless advised otherwise.

### TERMS & CONDITIONS

- Hurst Media takes sole responsibility for the advertorial content that 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](https://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*'s 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).

#### CONTACT DETAILS

Hurst Media Company  
1 Phipp St, London,  
EC2A 4PS

Tel: 020 3478 6017

[hurstmediacompany.co.uk](https://hurstmediacompany.co.uk)  
Company number: 08357910  
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)