

SOLUS NATIVE FEATURE

PUBLISHED WITH **OK!**.co.uk



PUTTING YOUR BRAND IN THE SPOTLIGHT



SPONSORED ARTICLE EXAMPLE



A solus native feature is your brand's unique sponsored article published on *OK.co.uk*. It appears in content relevant locations across the website and selected social media channels by way of 1 million ad-site traffic drivers **1** – the advertorial content is hosted perpetually on *OK.co.uk* and includes links for the benefit of one advertising partner.

Written by an experienced team of *OK.co.uk* copywriters, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article. *OK.co.uk* reaches an audience of 6.7 million monthly unique visitors across their digital platforms. The site boasts an affluent audience: 67% female and 60% who are ABC1. Thanks to first rate content by some of the most respected journalists.

A solus native feature 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 audience who are highly susceptible and confident in making their buying decisions.

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

60%
of readers are ABC1

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

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.

RATE CARD

Sponsored article and banner package £18,750

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

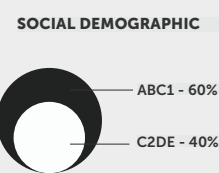
Video upgrade £1,000

Competition Upgrade £1,000

DISTRIBUTION

- Published in content relevant areas and hosted on the *OK.co.uk* perpetually
- Each solus article is promoted by way of 1 million ad-site traffic drivers*
- Available nationwide

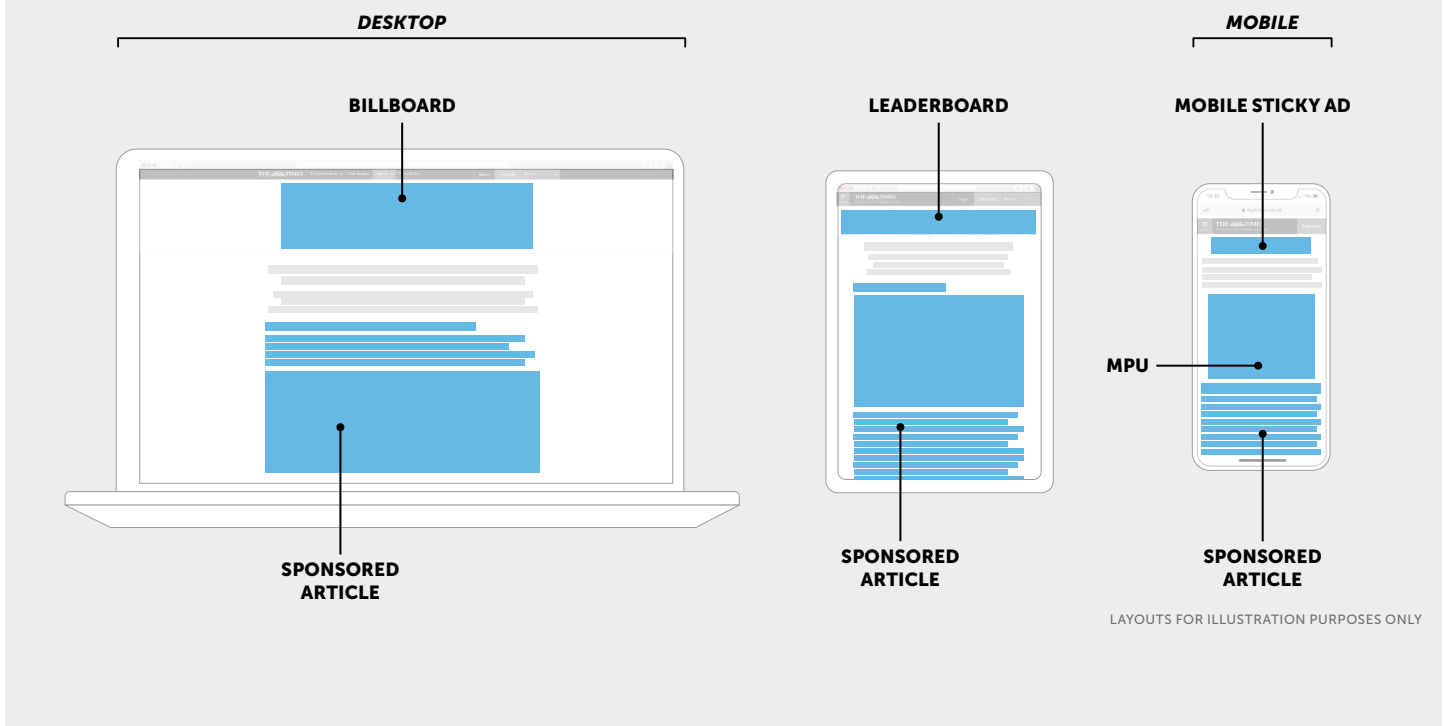
DEMOGRAPHICS



CLICK HERE TO SEE THE COMPETITION MEDIA PACK

*All ad-site drivers are dictated by Times algorithms, promoted at News UK's discretion

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 500 words
- **Headline:** Written by *OK.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 only
- **Size:** 970px (w) x 250px (h)

LEADERBOARD

- Displays on tablet only
- **Size:** 728px (w) x 90px (h)

MOBILE STICKY AD

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

MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

DOUBLE MPU

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 600px (h)

RIGHT AND LEFT SKINS*

*Skins are optional. If you're supplying your own display ads, let Production know so they can provide the relevant specs and examples.

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 PROCESS

- After receiving your content, Hurst Media Company will review and forward to *OK.co.uk*.
- Copy for advertorials will be written by *OK.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

- 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 *OK.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
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London, EC2A 4PS

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hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

