

Business

TOP 10 *checklist* ✓

HOW TO TAKE YOUR BUSINESS TO THE NEXT LEVEL: 10 TOP SOLUTIONS TO MANAGE MODERN CHALLENGES

(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**

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

Metro.co.uk has 1.4 million daily unique visitors; therefore **Business Top 10 Checklist** serves as an essential guide for readers who buy a wide range of products. Furthermore, with 68% of ABC1 readers, Metro.co.uk's affluent readership are willing to spend more to improve their business or make an impact on sales.

Business Top 10 Checklist showcases a high-quality selection of products and services, including financial and legal services, IT solutions, networking spaces, the newest tech, recruitment options, EV charging options, corporate venues, HR consultancies, tax specialists and more.

Business 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 average user age is 43
- 68% of Metro.co.uk users are ABC1.



1.4m
daily unique visitors to Metro.co.uk

68%
of Metro.co.uk users are ABC1

92%
of traffic to Metro.co.uk is via mobile devices or the app

SPONSORED ARTICLE EXAMPLE

Accelerate your productivity



Democratise the power of software with monday.com – a multi-product platform that runs all core aspects of work. Through its core platform, known as a Work OS, monday.com is leading the way in a new category of software that is set to transform how people work and businesses operate, offering a single location to manage every part of their work.

The cloud-based platform operates on a no-code and low-code framework, consisting of modular building blocks that are simple enough for anyone to use, yet powerful enough to drive core business within any organisation. On top of the platform, monday.com has built a product suite to address the needs of specific industries. The platform also integrates with other systems and applications, linking departments and bridging information silos.

Unlock software's full potential and sign up with monday.com

[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**

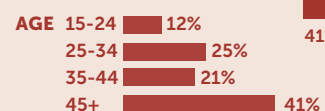
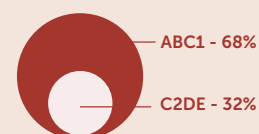
£12,000

DISTRIBUTION

- Promoted on the sidebar of the Metro.co.uk homepage for up to a month
- Published on Metro.co.uk perpetually
- Available nationwide
- 1000x extra guaranteed clicks delivered from additional ROS banners

DEMOGRAPHICS

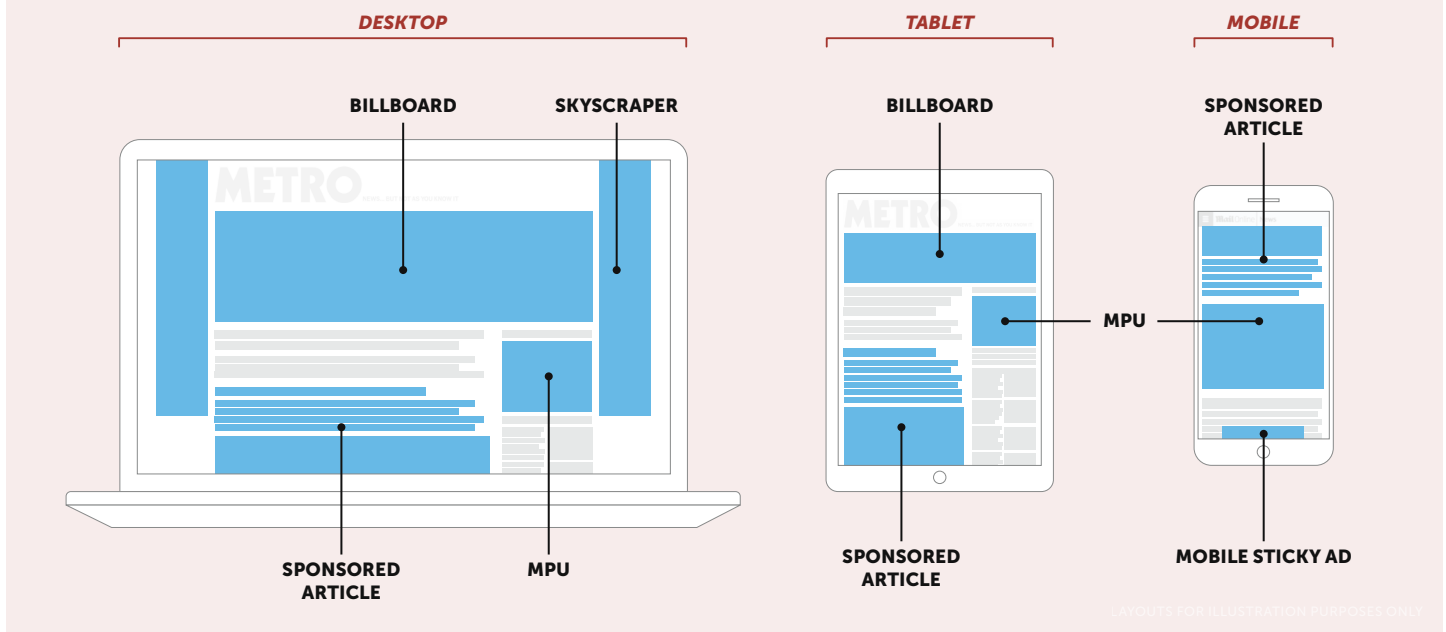
SOCIAL DEMOGRAPHIC



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.co.uk* what they'd like the article to be about
- **Article word count:** 150 words

Editorial control of this features lies with *Metro.co.uk*. Advertisers can request amendments to the article, which will be subject to *Metro.co.uk*'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

- Business 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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