

# Christmas

## TOP 10 *checklist*

**LOOKING FOR CHRISTMAS INSPIRATION?  
THESE ARE THE TOP 10 BRANDS THAT  
WILL GET YOU INTO THE FESTIVE SPIRIT**

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



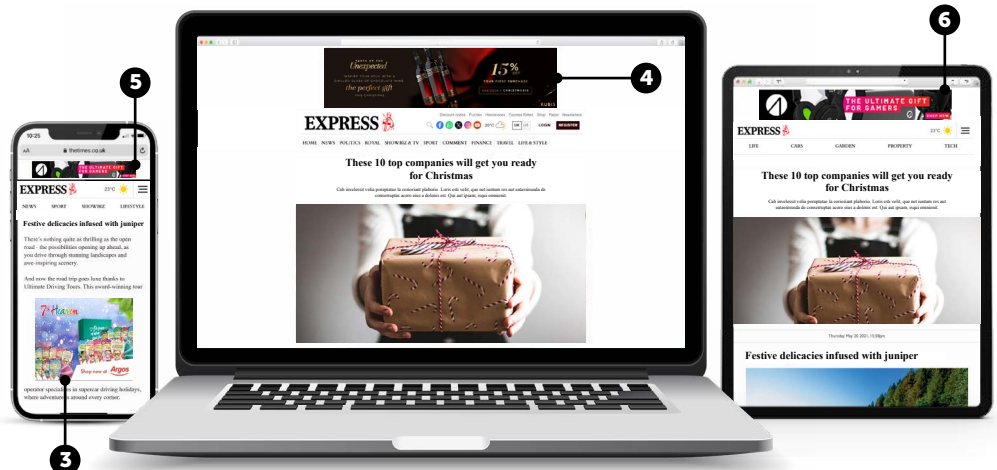
**PUBLISHED WITH  EXPRESS.co.uk**

The **Christmas Top 10 Checklist** is a native feature of ten sponsored articles published on Express.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 Express.co.uk and includes individual links for the benefit of all ten advertising partners.

The **Christmas Top 10 Checklist** showcases a high-quality selection of products and services to suit all tastes and ages, ranging from Christmas markets and fairs, indulgent foods, celebratory tipplers, decorations and crackers, fantastic gifts as well as winter fashion and seasonal travel options.

Express.co.uk reaches an audience of 12.4 million monthly unique visitors across their digital platforms. Thanks to first-rate content by some of the most respected lifestyle journalists, Express.co.uk is the perfect vehicle for the **Christmas Top 10 Checklist**, especially as 65% of the Express' audience is from the affluent ABC1 social category, and 81% are household main shoppers.

The **Christmas 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 Express.co.uk presents an amazing opportunity to directly target a new and actively engaged reader.



**12.4m**  
monthly unique visitors to *Express.co.uk*

**65%**  
readers are ABC1

**82.9m**  
monthly page views

### SPONSORED ARTICLE EXAMPLE

#### Festive delicacies infused with juniper



Award-winning gin distillers Silent Pool Gin have a range of fabulous products for the festive season – including their signature gin and some tasty treats.

Silent Pool have collaborated with Colin Valley Smokehouse to create a gin-infused smoked salmon. With salmon from the cold waters of the North Atlantic, accentuated with flavours of the Kaffir lime and juniper berry within the gin, results in a salmon bursting with unique flavour.

No gin lover's Christmas would be complete without the Silent Pool Gin Ultimate Christmas crackers. Each beautifully crafted teal and copper cracker contains a 5cl bottle of award-winning Silent Pool Gin, together with the Christmas cracker classics.

Silent Pool Liquid Gin garnishes are the ideal stocking filler for the cocktail lover this season. Choose from three distinct flavours: Kaffir Lime, Bergamot Orange and Christmas Spirit. Then, spray them onto cocktails to give them a festive makeover.

[Click here](#) for the full list of Silent Pool's festive products.

**CLICK HERE TO SEE A PREVIOUS MOTORING FEATURE**

### RATE CARD

**Sponsored article and banner package £15,000**

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**

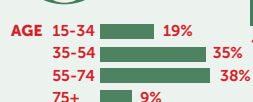
**Competition Upgrade £1,000**

### DISTRIBUTION

- Published in content relevant areas and hosted on the *Express.co.uk* perpetually
- Promoted by way of circa 2.5m ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

#### SOCIAL DEMOGRAPHIC

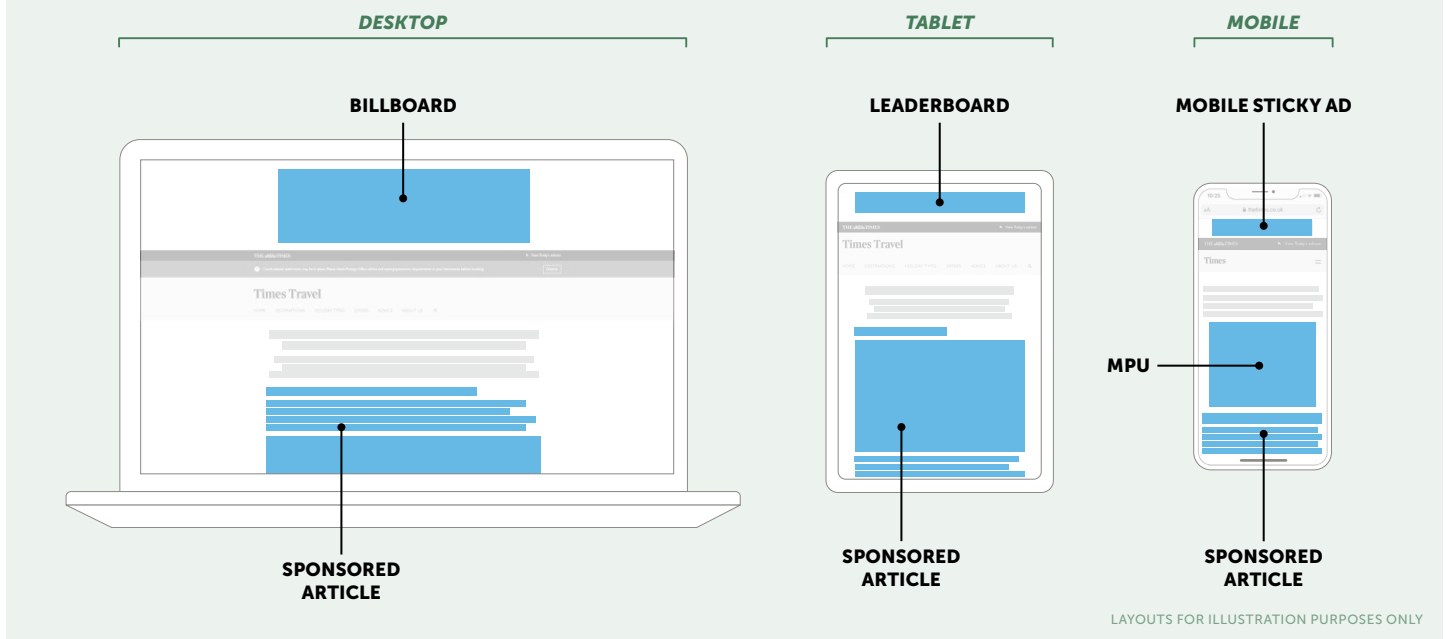


#### GENDER



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

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Express.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. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

### DISPLAY AD SPECS

#### BILLBOARD

- Displays on desktop only
- **Size:** 970px (w) x 250px (h)

#### LEADERBOARD

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

#### SKYSCRAPER

- Displays on tablet only
- **Size:** 120px (w) x 600px (h)

#### MOBILE STICKY AD

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

#### MPU (MID PAGE UNIT)

- Displays on mobile only
- **Size:** 300px (w) x 250px (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 *Express.co.uk*.
- Copy for advertorial features will be subedited by *Express.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

- Christmas Top 10 Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *Express.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 *Express.co.uk*'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](#).

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