

# Christmas

## TOP 10 checklist

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

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

The **Christmas 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 the feature includes individual links for the benefit of all ten advertising partners.

Thanks to first rate content by some of the most respected journalists, the **Christmas Top 10 Checklist** showcases a high-quality selection of top ten products and services relating to Christmas, ranging from Christmas markets and fairs, indulgent foods, celebratory tipples, decorations and crackers, fantastic gifts as well as winter fashion and seasonal travel options.

**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. 85% of visitors are the Main Shopper in their household, meaning that the **Christmas Top 10 Checklist** serves as an essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holidays.

The **Christmas Top 10 Checklist** is the perfect shop window for brands and organisations looking to benefit from the **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 **OK.co.uk** readers are ABC1

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

### 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 Coln 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 AN EXAMPLE](#)

### 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**

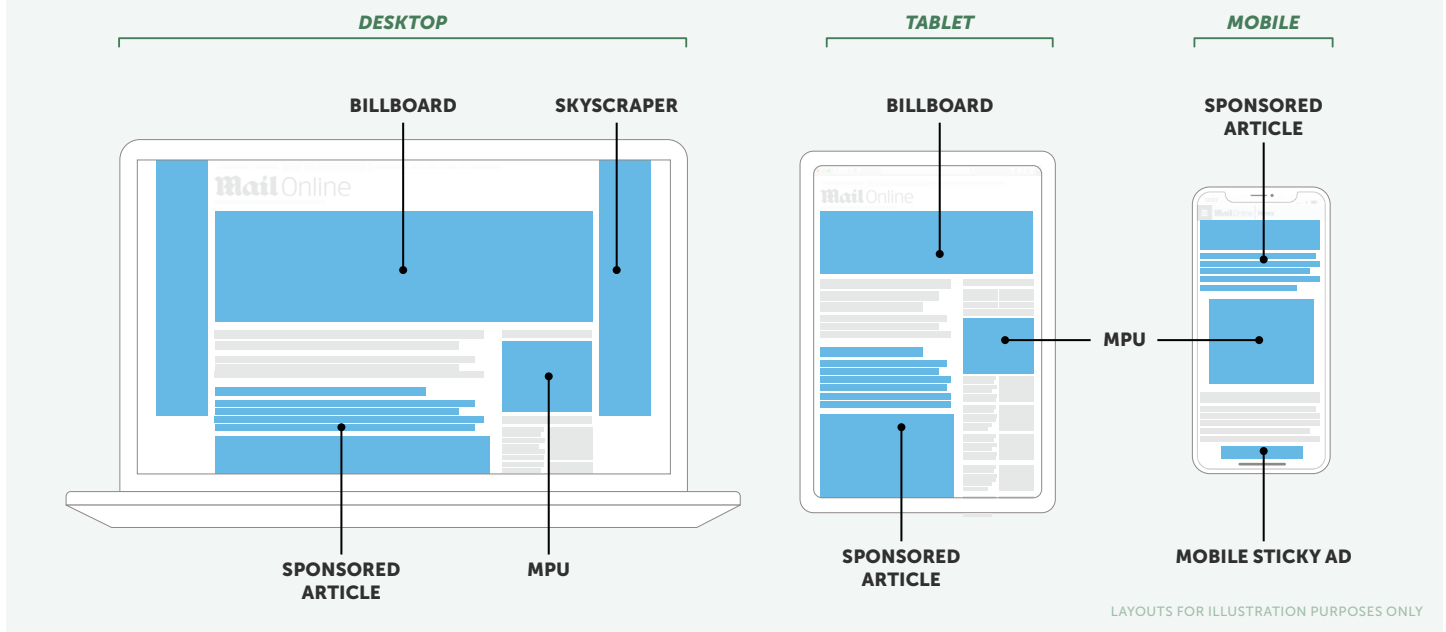


[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

EXAMPLES FOR ILLUSTRATION PURPOSES ONLY

\*Facts and figures from ReachPLC

## 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

- Christmas 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](#).

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