

# Mum and Baby

## TOP 5 checklist ✓

### 5 TOP BRANDS THAT EVERY NEW MUM NEEDS TO KNOW ABOUT

(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**

**Mum & Baby Top 5 Checklist** is a native feature of five sponsored articles published on the *Metro.co.uk* homepage <sup>1</sup>. The advertorial content is hosted perpetually on the *Lifestyle* section and includes individual links for all five advertising partners.

*Metro.co.uk* is a trusted source of information for the latest news and analysis. *Metro.co.uk* has 1.4 million daily unique visitors, therefore **Mum & Baby Top 5 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 help them make important choices when it comes to their little ones.

**Mum & Baby Top 5 Checklist** showcases a high-quality selection of products and services to suit all tastes and ages, including food and drink options, new mum essentials, parenting advice, family-friendly travel destinations, nutrition aids, gadgets, healthcare options, multi-functional car seats and more.

**Mum & Baby Top 5 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 readers are an average age of 43.



**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

#### SPONSORED ARTICLE EXAMPLE

Stylish and sustainable nightwear for your little adventurers!



Getting the kids ready for bed is one of the best parts of being a parent. Before you know it, they'll be able to tuck themselves in, so it's important to make the most of those precious moments.

Send your little adventurers off to dreamland, on a bedtime safari with Knightley's Adventures soft and sustainable nightwear. Their super stylish sets are made with comfort in mind. Arriving this May, keep an eye out for the new Spring/Summer 2023 collection, in collaboration with F&F.

The collection has been made mindfully using organic cotton, recycled polyester, sustainable viscose, as well as organic woven fabrics and nickel free poppers. Within this new collection, the 'grow with me' extendable cuffs are perfect for babies who just keep growing.

With children's nightwear that ranges from age two to eight years old, and a baby range for up to 24 months, you can always rely on Knightley's Adventures to make bedtime more fun!

The info: Click [here](#) to follow the brand on social media.

**CLICK HERE TO SEE A LIVE METRO.CO.UK FEATURE**

#### RATE CARD

##### Native package

Promoted on the sidebar of the *Metro.co.uk* homepage: <sup>1</sup>

- 1 sponsored article <sup>2</sup>
- 1 MPU <sup>3</sup>
- 1 billboard <sup>4</sup>
- 1 skyscraper <sup>5</sup>
- 1 mobile banner <sup>6</sup>

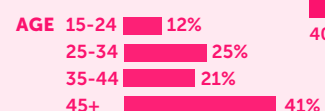
**£12,000**

#### DISTRIBUTION

- Promoted on the *Metro.co.uk* homepage for up to a month
- Published on *Metro.co.uk* perpetually
- Available nationwide

#### DEMOGRAPHICS

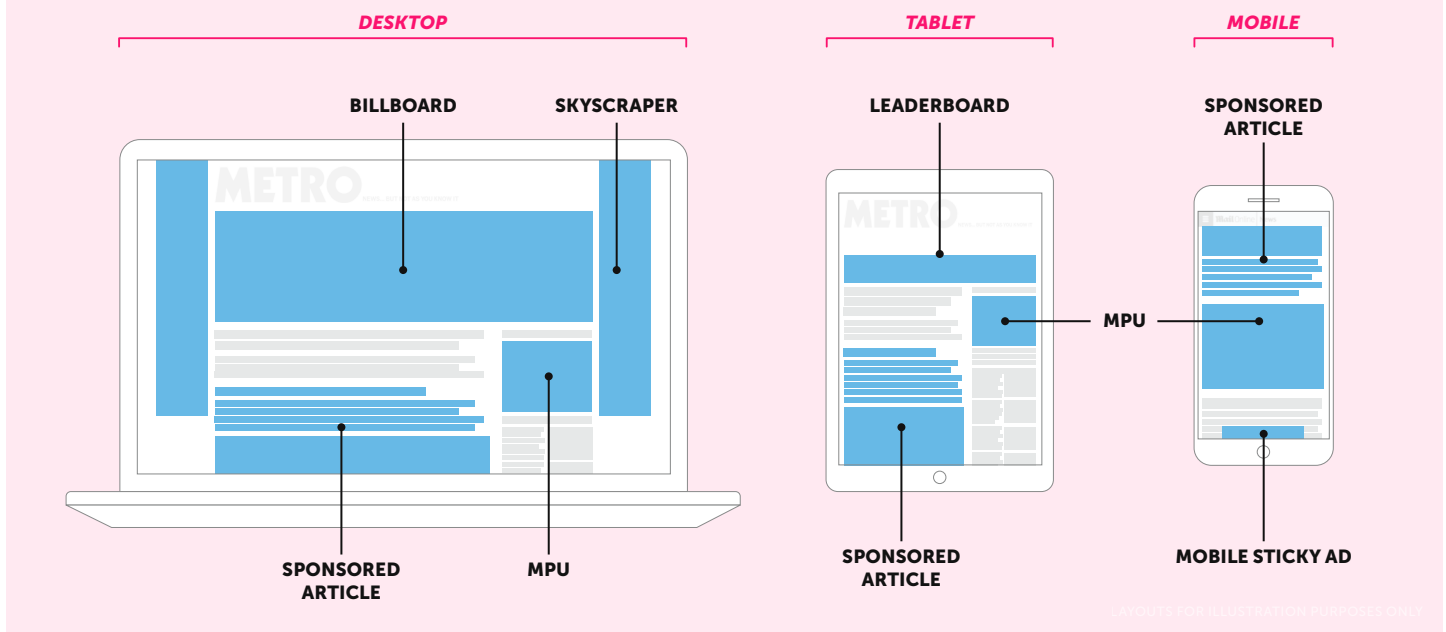
##### SOCIAL DEMOGRAPHIC



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

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

- 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)

#### 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, 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

- Mum & Baby Top 5 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](http://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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