

# Mum and Baby TOP 5 checklist

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

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



PUBLISHED WITH **THE Sun** ONLINE

**Mum & Baby Top 5 Checklist** is a native feature of five sponsored articles published on *The Sun Online*. It appears in content relevant locations across the website and selected social media channels by way of 5 million ad-site traffic drivers **1** - the advertorial content is hosted perpetually on the popular *Fabulous* section of the *Sun Online* and includes individual links for the benefit of all five advertising partners.

*The Sun Online* is one of the UK's top digital newsbrands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 62% of readers who are ABC1. **Mum & Baby Top 5 Checklist** serves as the essential guide to help new or expectant mothers make the best choices for themselves and their little ones.

Curated by an experienced team of *The Sun Online* copywriters, **Mum & Baby Top 5 Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, baby clothing, health products, family-friendly furniture, maternity wear and homemaking inspiration.

**Mum & Baby Top 5 Checklist** is the perfect shop window for brands looking to benefit from *The Sun Online*'s robust editorial environment, an audience who are concerned with creating a healthy home environment for their family, and crucially the gravitas of being featured on one of the world's most visited websites.

### PARTICULARLY CONSIDERING

- In a typical week, *The Sun Online* readers are involved in a staggering 16 million conversations about children's products
- Around £1 in every £7 spent on groceries is spent by a *Sun Online* reader.



**37m**  
monthly unique visitors to *Sun Online*

**62%**  
of readers are ABC1

**18m**  
is the average time spent reading *Fabulous*

### SPONSORED ARTICLE EXAMPLE

Make feed time simpler



No more wail parenting time, which is why mums and dads everywhere are always on the hunt for child-rearing hacks.

One brand which is helping parents lives run more smoothly is *Made For Me* (spice, this top baby brand has a number of innovative yet simple products for feeding, washing, bathing and sleeping which are not only loved by babies, but recommended by parents too.

The *Made For Me* Double Breast Pump, for example, is a discreet breast pump which mimics your baby's latch on. Combined with its cushioned silicone *MassageToC* cups, this nifty device makes expressing milk that little more comfortable wherever you are.

There's also the *Made For Me* Disposable Breast Pads, which can be customised to fit your bra with multi absorbent layers, so you can go about your day without any risk of leaking.

And finally, for baby, there's the *Closest To Nature* Silicone Baby Bottle. The soft-skin feel it comes with can help with the transition from breast to bottle, while its silicone design makes it dishwasher friendly and smell repellent.

**The Info:** Click here to discover the full product range. Sign up to *Made For Me* for 15% off your first order.

[CLICK HERE TO SEE A LIVE FEATURE](#)

### RATE CARD

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

Promoted by way of 5m ad-site traffic drivers:

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**

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

### DISTRIBUTION

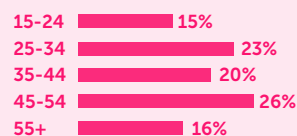
- Published in content relevant areas and hosted on the *Sun Online* perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on *Sun* content via Apple News **7**
- Available nationwide

### DEMOGRAPHICS

#### GENDER



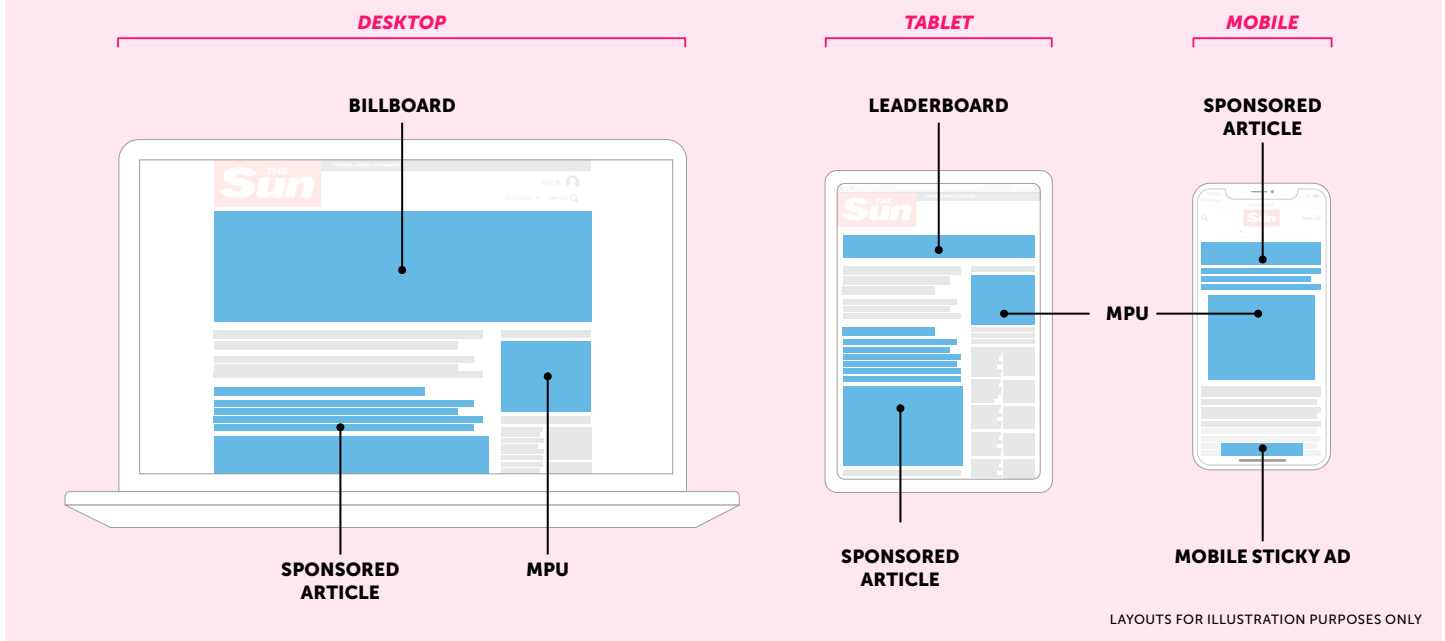
#### AGE



#### SOCIAL DEMOGRAPHIC



## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Sun Online*
- **Call to action:** Your website

#### VIDEO SPECIFICATION

- **Format:** Vimeo or MP4 file\*
- **Duration:** 30 seconds recommended (maximum 60 seconds)

#### 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.

\*The *Sun* website uses an ad platform which automatically inserts ads that might be shown before the video starts.

### 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)

#### 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)

Maximum file size: 50kb

## 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 *Sun Online*.
- Copy for advertorial features will be subedited by *Sun Online*'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

- Mum & Baby Top 5 Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *Sun Online*.
- 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 *Sun Online*'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](#).

#### CONTACT DETAILS

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#### MEDIA SALES

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