

# At Home and Garden *checklist*

**10 TOP INSPIRATIONS FOR THOSE LOOKING TO LIVE A HAPPY, HEALTHIER AND FULFILLING LIFE AT HOME**  
(Eventual title will be chosen by the Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



**PUBLISHED WITH  ONLINE ON FRIDAYS**

**At Home and Garden Checklist** is a native feature of 10 sponsored articles published on *The Sun Online* homepage. It initially appears on the homepage **1** and is promoted by way of 10 million ad-site traffic drivers – the advertorial content is hosted perpetually on the popular *Fabulous* section of the *Sun Online* and includes individual links for the benefit of all 10 advertising partners.

Curated by an experienced team of *The Sun Online* copywriters, this native feature showcases a high-quality selection of 10 products and services, such as home learning, food delivery, entertainment, lawn games, al fresco dining, gardening, DIY and interiors.

*The Sun Online* is the UK's number one digital newsbrand, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 68% of readers who are ABC1. **At Home and Garden Checklist** serves as the essential guide for readers on ways to live a happy, healthier and fulfilling life at home by keeping the entire family entertained both indoors and out.

**At Home and Garden Checklist** is the perfect shop window for brands and organisations looking to benefit from *The Sun Online*'s robust editorial environment, a mass readership who are concerned about being happy at home and crucially the gravitas of being featured on one of the most popular news websites.

## PARTICULARLY CONSIDERING

- *The Sun Online* readers have 3 conversations a day on average about food and drink.
- In a typical week, *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*

**68%**  
of readers are ABC1

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

## SPONSORED ARTICLE EXAMPLE

One grill. Infinite options



Ah, British summers – you just can't beat them. And what better way is there to celebrate the country's greatest season than to fire up the BBQ?

Well, you could upgrade your barbecuing experience for a start. Rather than settling for the usual charred sausages and no way of controlling the heat on your grill, opt to take your al fresco dining to the next level with Kamado Joe.

Designed with the world's most innovative ceramics, Kamado Joe grills offer versatile, quality cooking outdoors, meaning you don't just have to BBQ, you can smoke joints, bake bread, cook pizza and much, much more.

The unique designs across its range transform the scope of your average barbecue. Kamado Joe showcase innovations such as airflap hinges for light ease of use, no-rust, rainproof vents for airflow control, and multi-level rack designs so you can increase your cooking space. It's the ultimate way to see in summer in style.

Click [here](#) to explore the range and find a retailer near you.

**CLICK HERE TO SEE A LIVE FEATURE**

## RATE CARD

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

Promoted by way of 10m ad-site traffic drivers:  
1 sponsored article **2**, 1 MPU **3**, 1 billboard **4**,  
1 mobile banner **5**, 1 leaderboard **6**

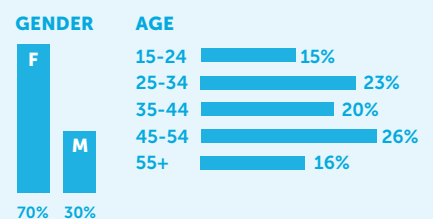
**Video upgrade £1,000**

**Competition Upgrade £1,000**

## DISTRIBUTION

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

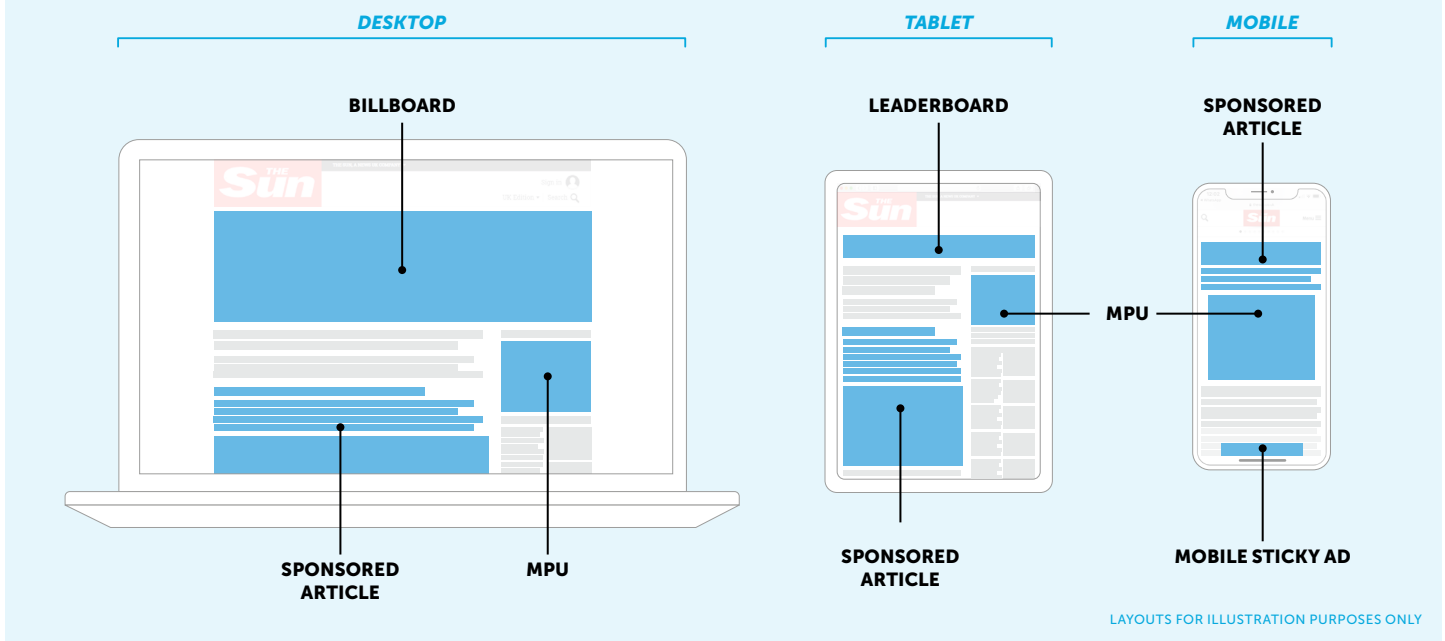
## DEMOGRAPHICS



\**Fabulous* section readership

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

## 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

- At Home & Garden 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](#).

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