

Christmas 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 Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH **THE Sun** ONLINE ON TUESDAYS

Christmas Checklist is a native feature of 10 sponsored articles published on the *Sun Online*. It appears in content relevant locations across the website and selected social media channels by way of 10 million ad-site traffic drivers. **1** Advertorial content is hosted perpetually on the *Fabulous* section of the *Sun Online* and includes individual links for the benefit of all 10 advertising partners.

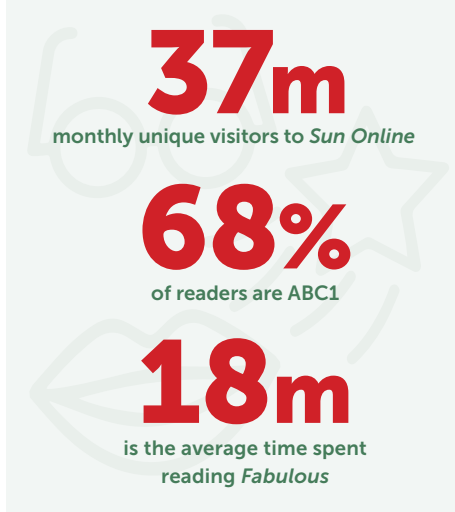
Curated by an experienced team of *Sun Online* copywriters, this native feature showcases a high-quality selection of top 10 products and services, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

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. Christmas Checklist serves as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holidays.

Christmas 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 preparing for the festive season and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- *Sun Online* readers have 3 conversations a day on average about food and drink
- In a week, *Sun Online* readers have 16 million conversations about children's products
- Around £1 in every £7 is spent on groceries by those who read the *Sun Online*.



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 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**

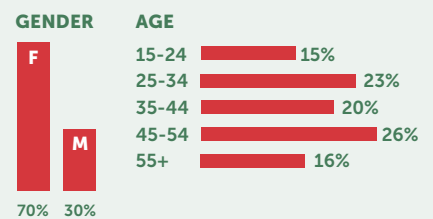
Video upgrade £1,000

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

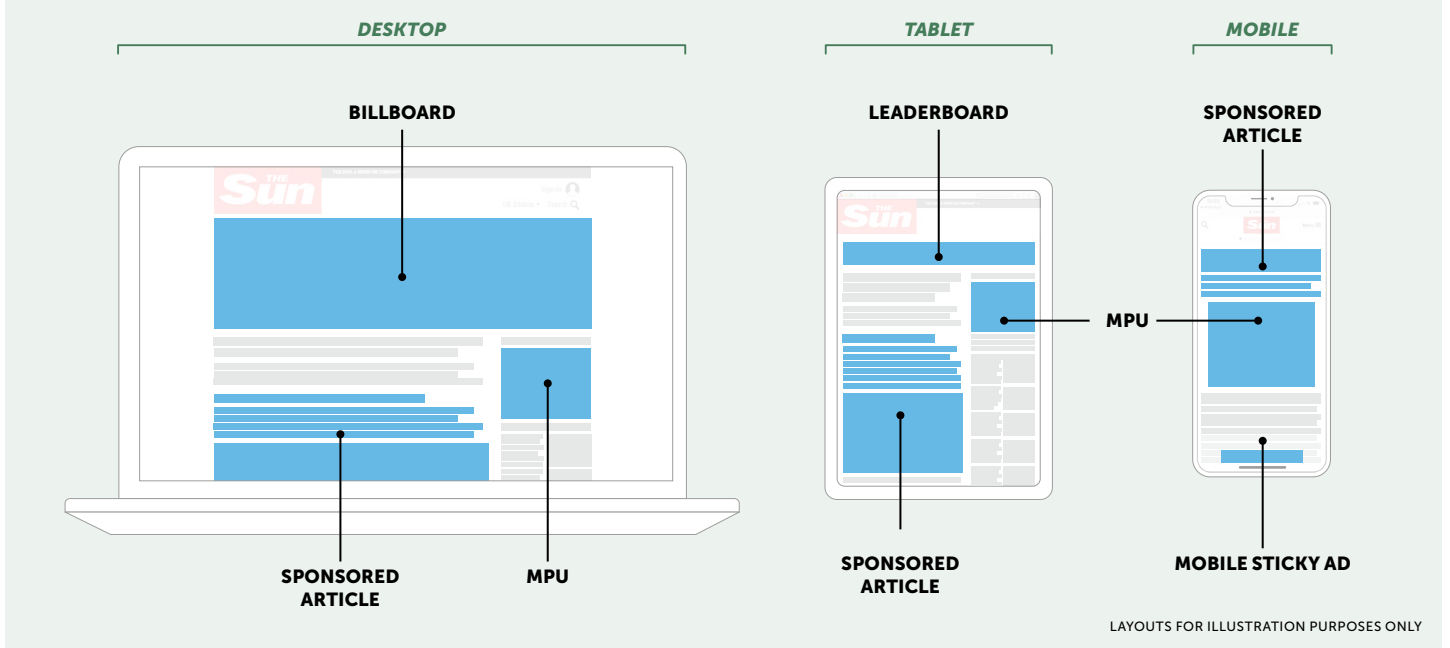
DEMOGRAPHICS



**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

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

- Christmas 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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