


# Financial & Legal

*checklist* 

**SAVE MONEY, MAKE MONEY: HERE ARE 10 COMPANIES TO CONSIDER WHEN REVIEWING YOUR FINANCES**

PUBLISHED WITH  **ON FRIDAYS**

**Financial & Legal Checklist** is a native feature of 10 sponsored articles published on the *ThisIsMoney.co.uk* homepage. It initially appears on the first 10 articles of the sidebar  and is guaranteed a minimum of 200,000 views. The advertorial content includes individual links for the benefit of all 10 advertising partners.

*ThisIsMoney.co.uk* is the number one online destination for financial information and advice, with 3.4m monthly unique visitors. It boasts an affluent readership, with average savings and investments of £30,300 and 67% who are ABC1. **Financial & Legal Checklist** serves as the essential guide for wealthy readers, with advice for how they can make the most of their money, as well as providing guidance for when they retire.

Curated by an experienced team of copywriters at *ThisIsMoney.co.uk*, it showcases a high-quality selection of 10 products and services, ranging from pensions, insurance, mortgages, savings, legal advice, retirement options, property and investments.


**Financial & Legal Checklist** is the perfect shop window for brands and organisations to benefit from *ThisIsMoney.co.uk*'s robust editorial environment, an affluent ABC1 audience and crucially the gravitas of being featured on one of the world's most visited financial websites.

## PARTICULARLY CONSIDERING

- 42% of *ThisIsMoney.co.uk* readers have ISA, investments or premium bonds
- Those who read *ThisIsMoney.co.uk* have over £30k in savings and investments
- 25% are more likely to be moving house in the next 12 months.
- The average age of readers is 49-years-old.



## SPONSORED ARTICLE EXAMPLE

Take control of your financial future 



In the constant whirlwind of counting down to pay day, we often forget to look ahead and think about tomorrow. Unfortunately, this can mean being financially unprepared as we near or enter retirement age. So, how ready are you?

QuoteSearch can help you take control, so you can look forward to the years ahead - rather than worrying about you and your loved ones. Join the 1.5 million customers who've trusted QuoteSearch so far.

From Equity Release, which can unlock wealth within your property, helping you to enjoy retirement or benefit a loved one, to Life Insurance and Pre-Paid Funeral Plans for when the time comes, they can quickly and simply help their customers enjoy peace of mind when organising their financial affairs.

**The Info:** Click here to fill out one simple form and we'll get you talking to an expert consultant who can answer your questions and help you make the right choice.





This is paid content. Readers are advised to seek professional advice before acting on any information.

**CLICK HERE TO SEE A LIVE FEATURE**

## RATE CARD

### Native package

200k article views  + circa 60,000 banner impressions respectively across:

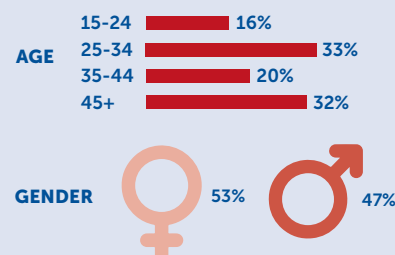
- x1 MPU 
- x1 billboard 
- x1 skyscraper 
- x1 mobile banner 

**£19,950**

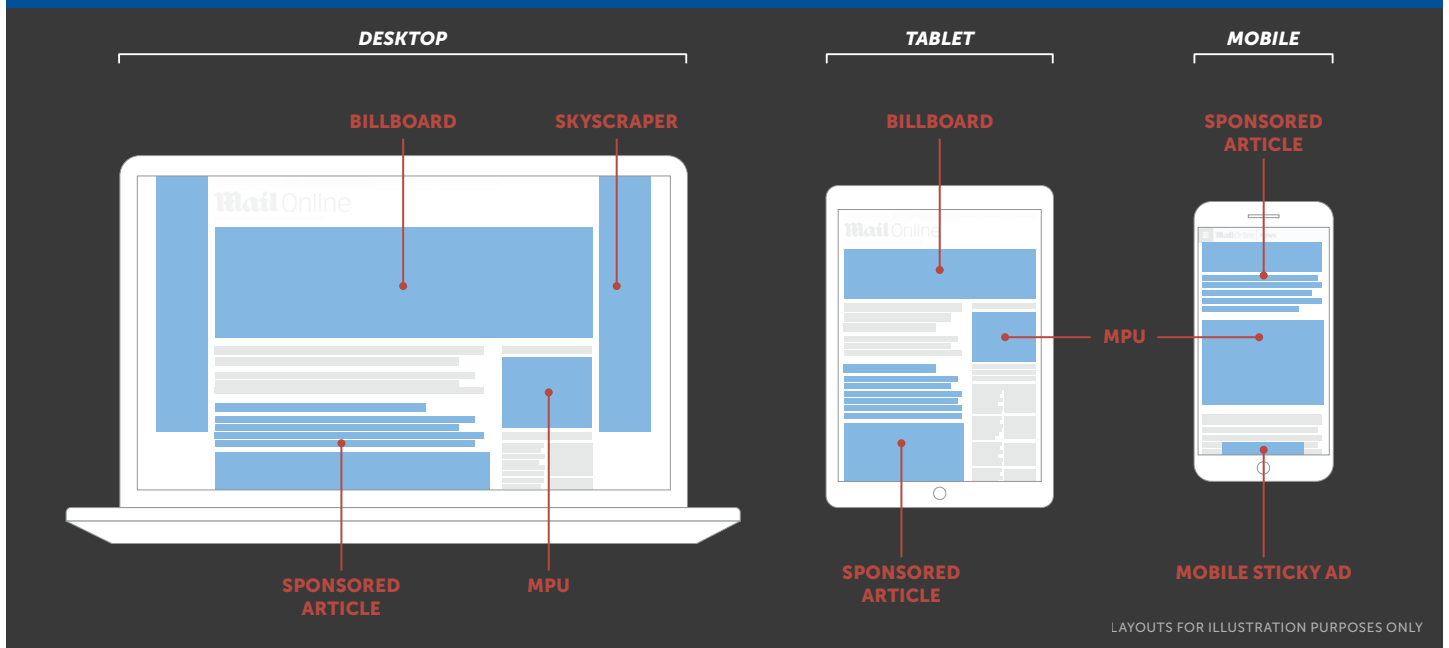
## DISTRIBUTION

- Published within the first 10 articles on the *ThisIsMoney.co.uk* homepage
- Minimum 200,000 article views guaranteed
- Available nationwide

## DEMOGRAPHICS



## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by Thisismoney.co.uk
- **Article word count:** 150 words

#### IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Image caption:** Written by Thisismoney.co.uk
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service.

### 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 Thisismoney.co.uk.
- Copy for advertorial features will be subedited by Thisismoney.co.uk'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.

### TERMS & CONDITIONS

- Financial & Legal Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on Thisismoney.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 Thisismoney.co.uk's 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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