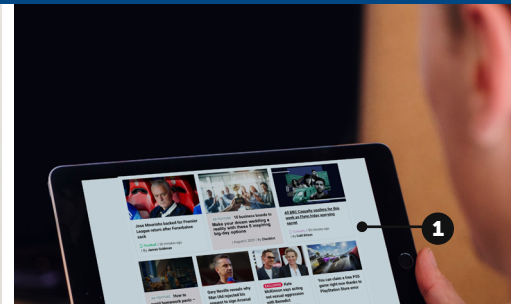


Financial & Legal TOP 10 *checklist* ✓

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

(Eventual title will be chosen by ThisIsMoney.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH **This is MONEY**
FINANCIAL WEBSITE OF THE YEAR

The **Financial & Legal Checklist** is a native feature of ten sponsored articles published on the *ThisIsMoney.co.uk* homepage. It initially appears as one of the first ten articles of the sidebar (1) and is guaranteed a minimum of 200,000 views. The advertorial content includes individual links for the benefit of all ten advertising partners.

This is Money is the UK's leading personal finance and financial news website, offering real-time coverage of financial events and everything to do with money. The site reaches 3.5m monthly unique visitors and boasts an affluent readership: 71% are ABC1s, and they are 30% more likely to have £100k in savings and investments. The **Financial & Legal Checklist** is an essential guide for wealthy visitors: packed full of advice for how they can make the most of their money.

Curated by an experienced team of copywriters at *ThisIsMoney.co.uk*, **The Financial & Legal Checklist** showcases a high-quality selection of ten products and services. These include pensions, insurance, mortgages, savings, legal advice, retirement options, inheritance, property and investments.

The **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 personal finance websites.

PARTICULARLY CONSIDERING

- 85% of *ThisIsMoney.co.uk* readers are the financial decision makers in their household
- Visitors have an average age of 51
- 3 in 4 visitors are looking to switch, invest or take out new financial products in the next 12 months



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.

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. Join the 1.5 million customers who've trusted QuoteSearch so far.

CLICK HERE TO SEE A LIVE FEATURE

RATE CARD

Native package **£12,000**

Promoted on the sidebar of the *ThisIsMoney.co.uk* homepage and then by 10 million ad-site traffic drivers

- x1 MPU (2), x1 billboard (3), x1 skyscraper (4)
- x1 mobile banner (5), x1 leaderboard (6)
- x1 sponsored content (7)

Video Upgrade £1,000 | Competition Upgrade £1000

DISTRIBUTION

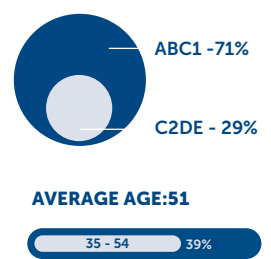
- Published within the first 10 articles on the *ThisIsMoney.co.uk* homepage
- Minimum 200,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS

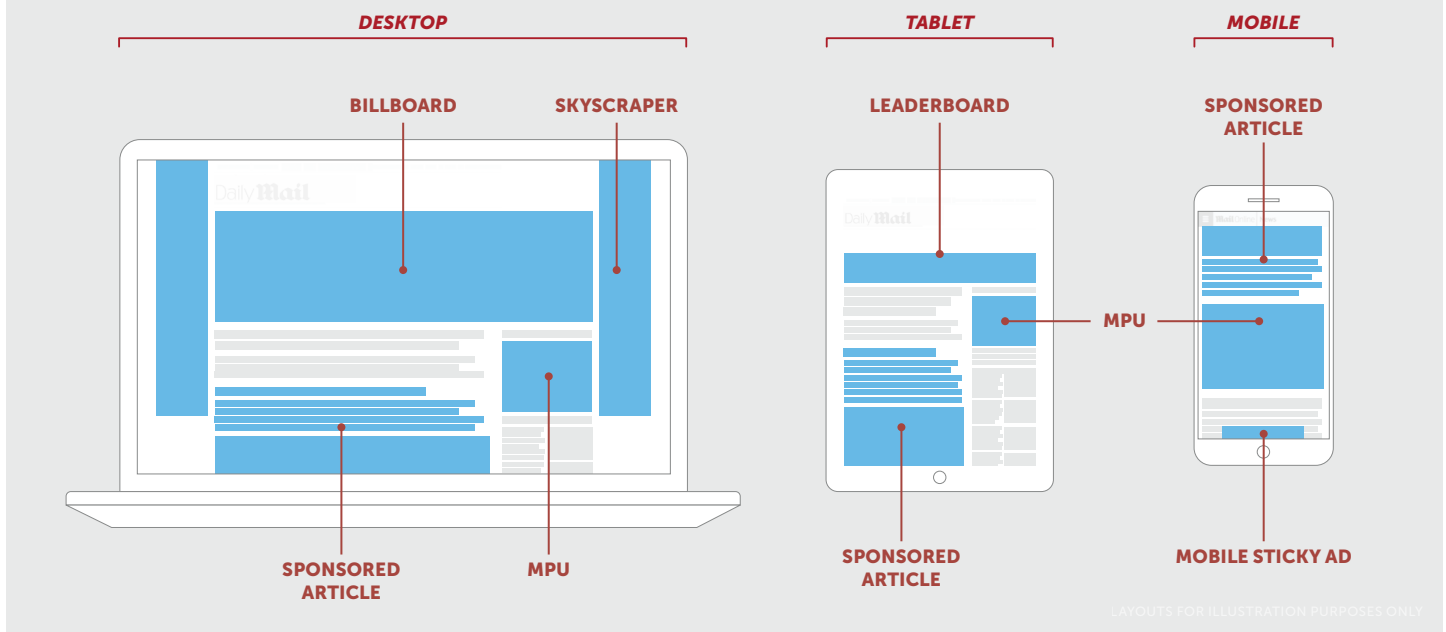
GENDER



SOCIAL



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)

LEADERBOARD

- Displays on desktop and tablet
- **Size:** 728px (w) x 90px (h)

If you'd like the team to design display adverts for you, please fill in the artwork brief.

You can provide your own tracking links for the display ads, or we can arrange this for you.

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 *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.
- 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).