

New Year's Resolutions checklist

10 TOP WAYS TO STICK WITH YOUR NEW YEAR'S RESOLUTIONS

(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 TUESDAYS

New Year's Resolutions 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** - 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.

The Sun Online is the UK's number one digital news brand, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 67% of readers who are C2DE. **New Year's Resolutions Checklist** serves as the essential guide to help these health-conscious readers make positive changes to lead a healthier, happier lifestyle for 2021.

Curated by an experienced team of *The Sun Online* copywriters, **New Year's Resolutions Checklist** showcases a high-quality selection of 10 products and services, ranging from food supplements, alternative therapies, diet and fitness advice, new hobbies, plus ways to save money and break bad habits.

New Year's Resolutions 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 their health and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- 46% of *The Sun Online* readers use apps to track and monitor fitness and diet
- 2.6 million *The Sun Online* readers say that improving their fitness is their motivation to taking part in sport and leisure activities
- 1.5 million readers do it to lose weight and 1 million readers to relieve stress.



37m
monthly unique visitors to *Sun Online*

67%
of readers are C2DE

18m
is the average time spent
reading *Fabulous*

SPONSORED ARTICLE EXAMPLE



Our smiles are one of the things people notice first about us - so make sure you're stepping into 2020 with teeth that are ready for their close up.

Luckily for us, Beverly Hills Formula have a new and improved Professional White Range. The range includes Professional White Black Pearl Whitening, with its new advanced formula which contains Activated Charcoal to help eliminate bacteria causing bad breath. This is combined with professional whitening ingredient PAP, Advanced Pyrophosphates, Hydrated Silica and Pearl Powder, to help remove surface and deep stains without harming the enamel.

Meanwhile, their newly launched Professional White Advanced Silver Whitening ingredients include Nano-Silver, Hyaluronic Acid and professional whitening ingredient PAP - which all help to achieve strong antibacterial and anti-plaque action. Now, that's something to smile about!

[Click here to shop Beverly Hills Formula and save a 3rd at Boots.](#)

[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**

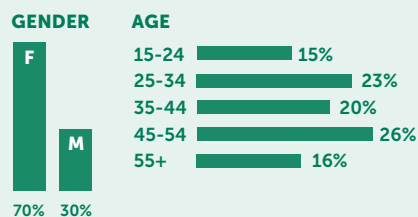
Video upgrade £1,000

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

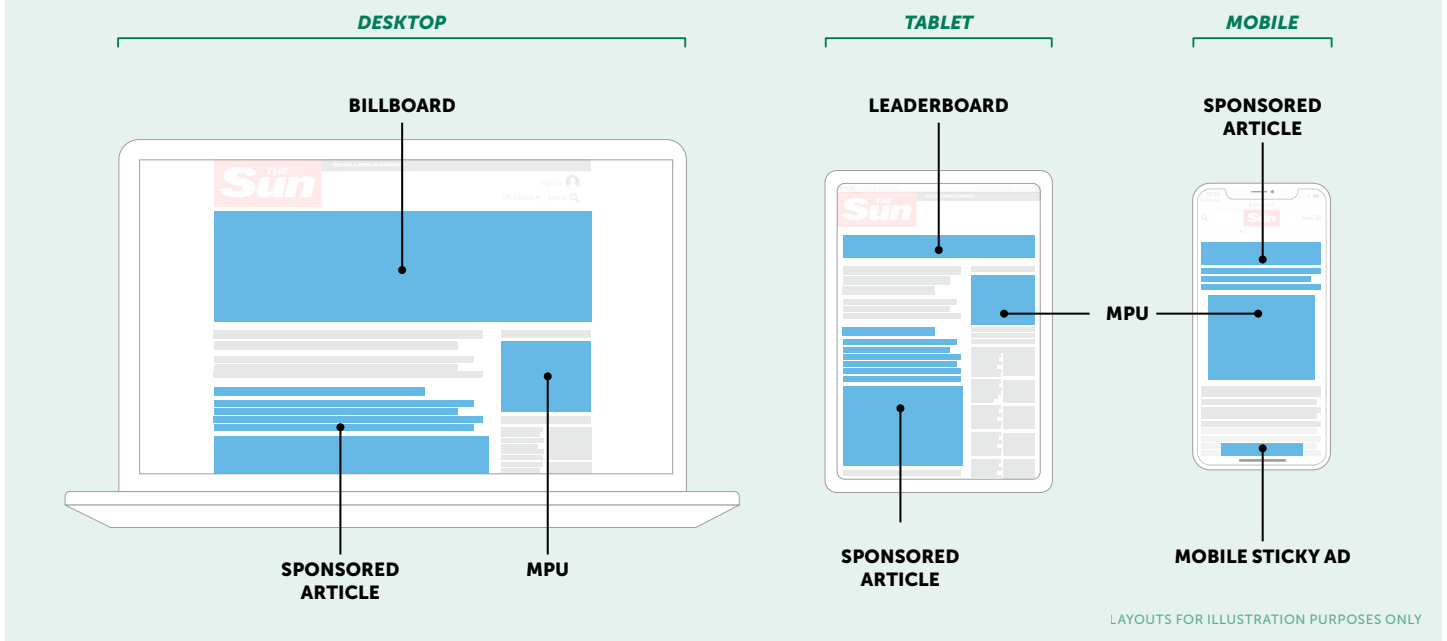
DEMOGRAPHICS



**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

- New Year's Resolutions 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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