

The Business Owners' checklist

THERE'S ALWAYS HELP AT HAND –
HERE ARE 10 COMPANIES TO CONSIDER
WHEN REVIEWING YOUR BUSINESS



PUBLISHED WITH  ON FRIDAYS
FINANCIAL WEBSITE OF THE YEAR

The Business Owners' 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 **1** 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 business 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. The Business Owners' Checklist is an essential guide for those embarking on their first business venture, as well as current business owners. It will give these readers a deeper insight into everything they need to know about starting their own company and bettering their business.

Curated by an experienced team of copywriters at *ThisIsMoney.co.uk*, it showcases a high-quality selection of 10 products and services. This includes financial & legal services, IT & tech, health & safety solutions and HR & recruitment options, as well as franchising, coaching and training ideas.

The Business Owners' 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 business 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
- The average age of readers is 49-years-old.



SPONSORED ARTICLE EXAMPLE

Virtual money management from Armatyix **2**

Everything has been gradually making the move to the digital sphere over the years, but the pandemic has sped this up significantly – something which has its perks when it comes to managing your finances on the go.

Take Armatyix, for example. This end-to-end mobile and desktop service enables companies and individuals to safely and accurately share banking information, doing away with the inefficiency of paper or downloaded statements.

Whenever you need to verify client bank account details, be it to prove source of funds for house purchases, preventing fraud with account ownership checks or bank statements for annual returns, Armatyix provides a verified financial report in just a few clicks. It's an intuitive platform which only shares data that is absolutely necessary in a fast and secure way, so you can rest assured clients' bank accounts are in safe hands – all while saving you time and money.

The info: Click here to find out more.

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 **2** + circa 60,000 banner impressions respectively across:

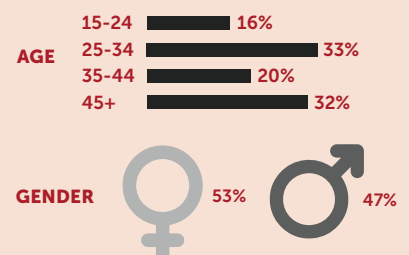
- x1 MPU **3**
- x1 billboard **4**
- x1 skyscraper **5**
- x1 mobile banner **6**

£19,950

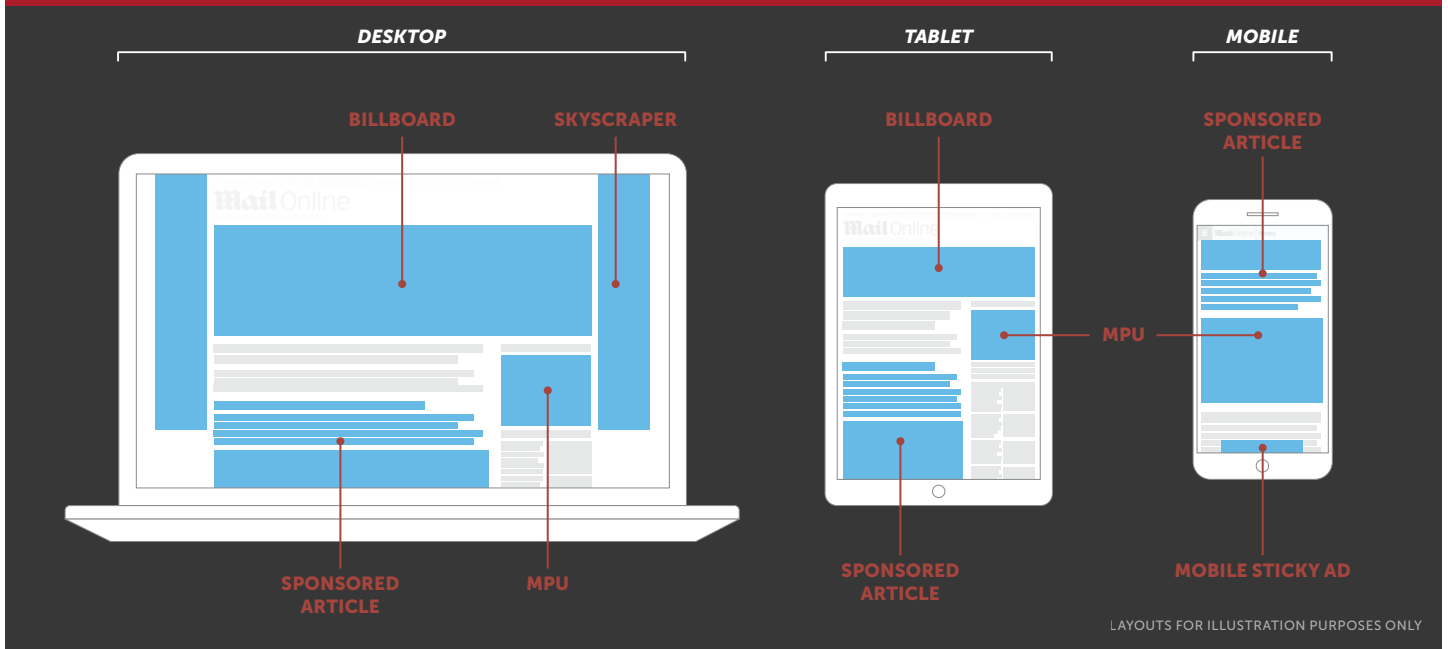
DISTRIBUTION

- 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

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

- The Business Owners' 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).

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