

# Retirement Planning *checklist*

**PLANNING TO RETIRE OR KNOW SOMEONE WHO IS? HERE ARE 10 COMPANIES WORTH CONSIDERING**



**PUBLISHED WITH  ON FRIDAYS**  
FINANCIAL WEBSITE OF THE YEAR

Retirement Planning 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.

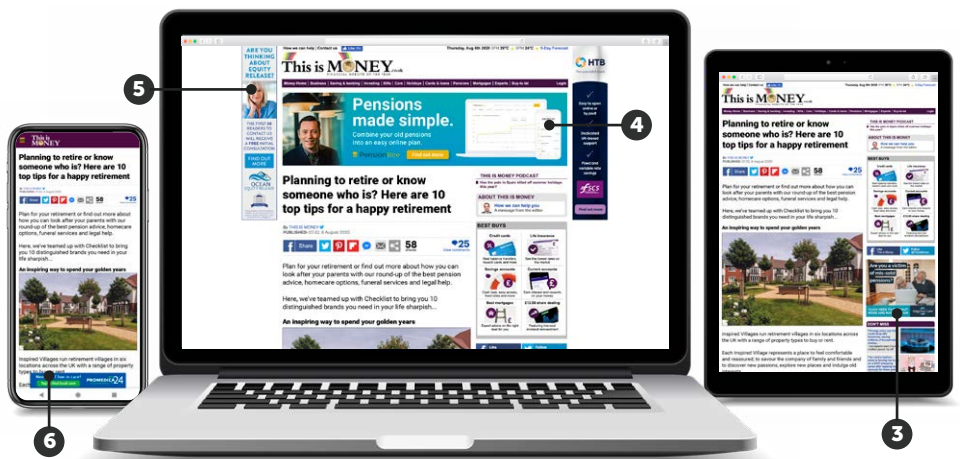
*ThisIsMoney.co.uk* boasts a mature audience, with the average age of readers being 49. The Retirement Planning Checklist will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement.

It will showcase a high-quality selection of products and services, ranging from investments, savings, pensions, insurance, legal advice, retirement properties, homecare and healthcare options.

Published in *ThisIsMoney.co.uk*'s homepage, the Retirement Planning Checklist is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

## 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 **2**

**An inspiring way to spend your golden years**



Inspired Villages run retirement villages in six locations across the UK with a range of property types to buy or rent.

Each Inspired Village represents a place to feel comfortable and reassured, to savour the company of family and friends and to discover new passions, explore new places and indulge old interests.

Each village has wellbeing as central to its purpose, and so provides a spa, gym, shop, and a cafe and/or restaurant to help support a fulfilled and active lifestyle.

Grounds are spacious and attractively landscaped, with locations in Warwickshire, Cheshire, Hampshire, Devon and West Sussex and Kent, an inspired lifestyle offers a choice of town, country or coastal living.

The apartments are well designed and built to a high specification with modern features conducive to ease of living.

The Info: With a host of fantastic move-in packages, an Inspired Village apartment has never been easier to obtain! Click here for more details or call 0800 331 7430.

**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**

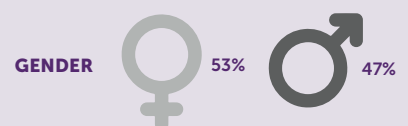
**£19,950**

## DISTRIBUTION

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

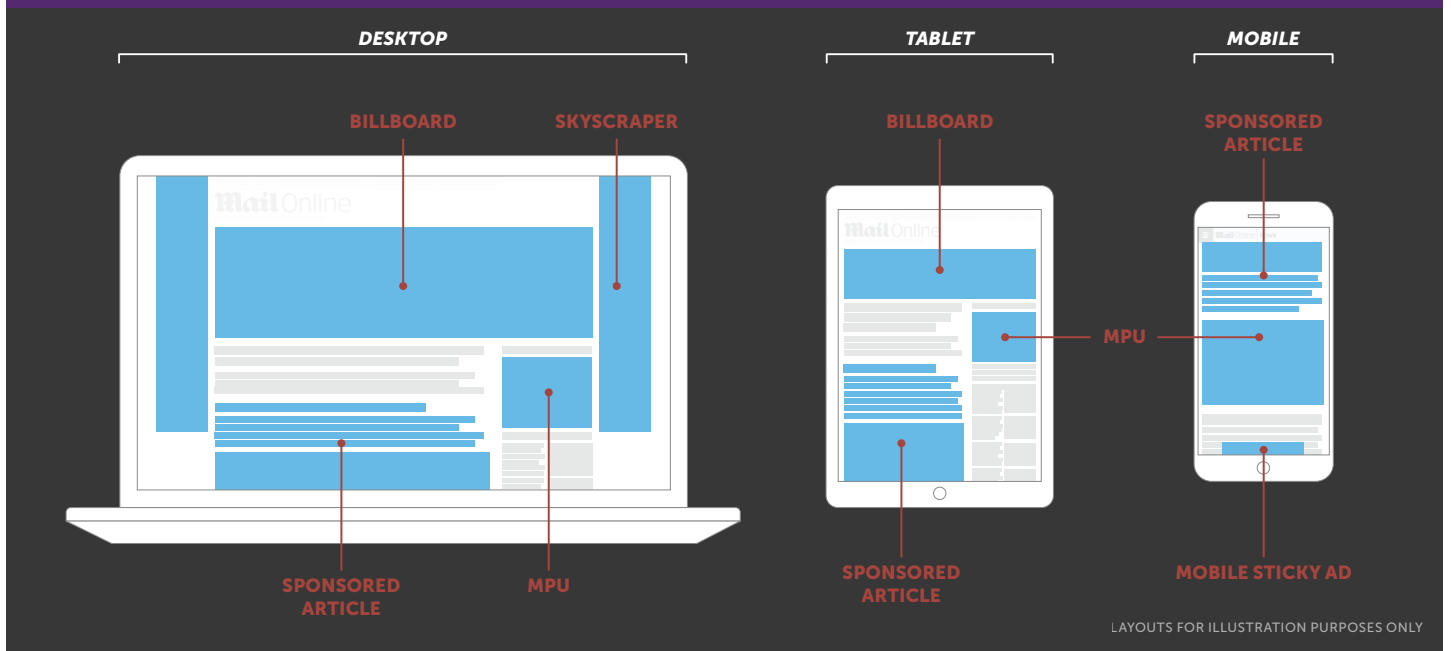
## DEMOGRAPHICS

AGE	Percentage
15-24	16%
25-34	33%
35-44	20%
45+	32%



*Money* section readership

# 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

- Retirement Planning 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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