

Retirement Planning TOP 10 checklist ✓

PLANNING TO RETIRE OR KNOW SOMEONE WHO IS? HERE ARE 10 COMPANIES WORTH CONSIDERING
(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 Retirement Planning 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.

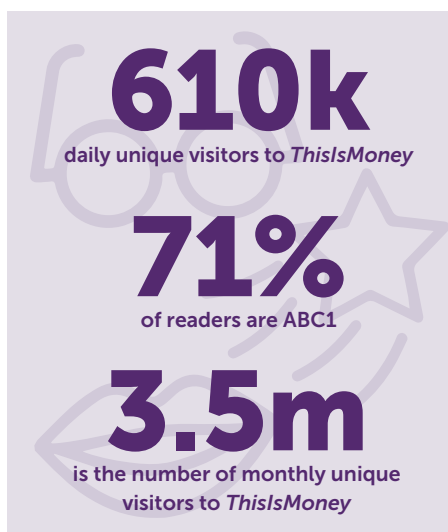
This is Money is the UK's leading personal finance and financial news website, offering real-time coverage of financial events and everything to do with money. The site reaches 3.5m monthly unique visitors and boasts an affluent readership: 71% are ABC1s, and they are 30% more likely to have £100k in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

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

The Retirement Planning 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

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 £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

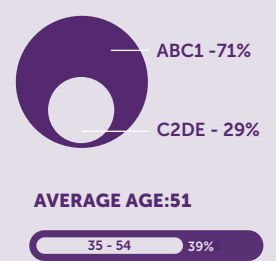
- Published within the first 10 articles on the *ThisIsMoney.co.uk* homepage
- Minimum 200,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS

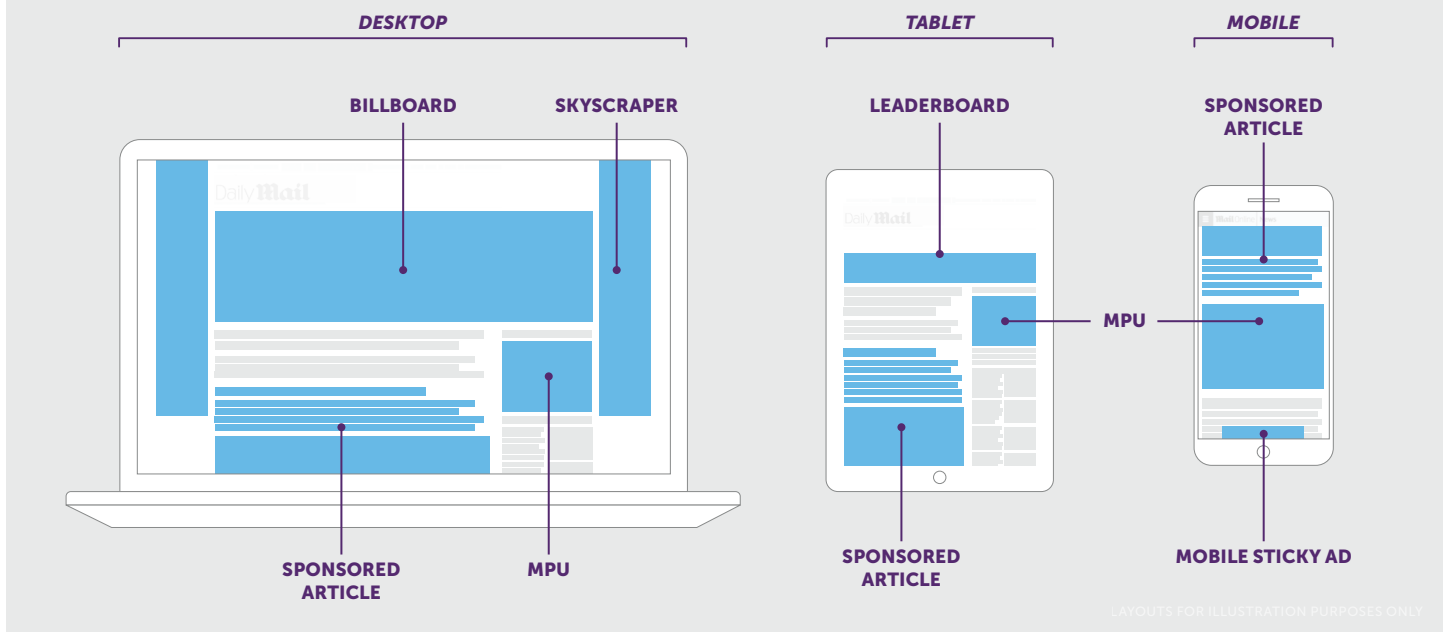
GENDER



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

- 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.
- 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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