

The Business Owners' TOP 10 checklist ✓

TOP 10 BUSINESS GROWTH INSPIRATIONS FOR A MORE SUCCESSFUL FUTURE

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

Curated by an experienced team of copywriters at *ThisIsMoney.co.uk*, The Business Owners Checklist showcases a high-quality selection of ten products and services. These include 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
- 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



610k
daily unique visitors to *ThisIsMoney*

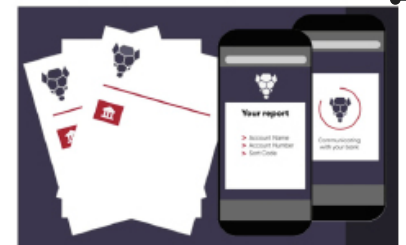
71%
of readers are ABC1

3.5m

is the number of monthly unique visitors to *ThisIsMoney*

SPONSORED ARTICLE EXAMPLE

Virtual money management from Armalytix



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 Armalytix, 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, Armalytix 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 **£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

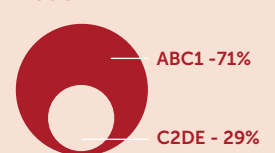
- Published within the first 10 articles on the *ThisIsMoney.co.uk* homepage
- Minimum 200,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS

GENDER



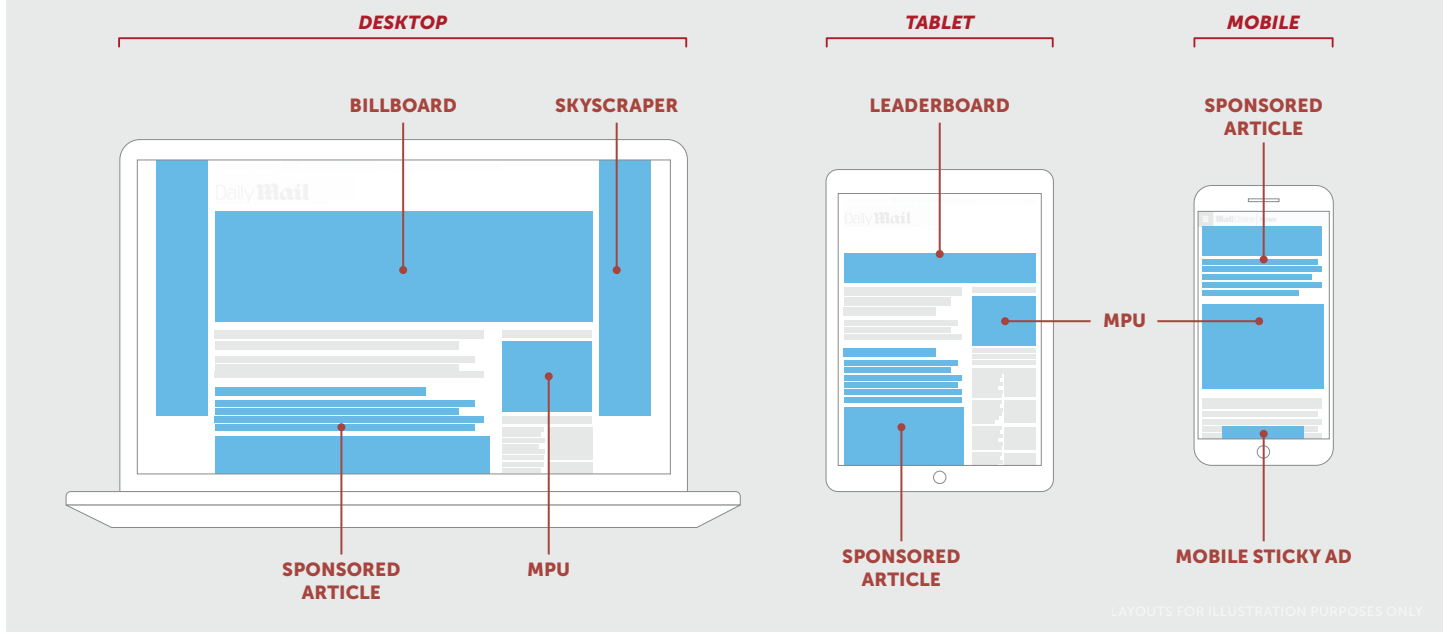
SOCIAL



AVERAGE AGE: 51



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

- 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).