

# Christmas

## checklist

### LOOKING FOR CHRISTMAS INSPIRATION? THESE TOP 10 BRANDS ARE SURE TO GET YOU INTO THE FESTIVE SPIRIT

(Eventual title will be chosen by the Yahoo! on basis of SEO score to drive highest traffic, engagement and searchability)

## PUBLISHED WITH **yahoo!news** ON FRIDAYS

The Christmas Checklist is a native feature of 10 sponsored articles published on the *Yahoo! News* homepage. It appears in content relevant locations across the website by way of over 20 million ad-site traffic drivers **1**. The advertorial content is hosted perpetually on the *Style* section of the website and includes individual links for the benefit of all 10 advertising partners.

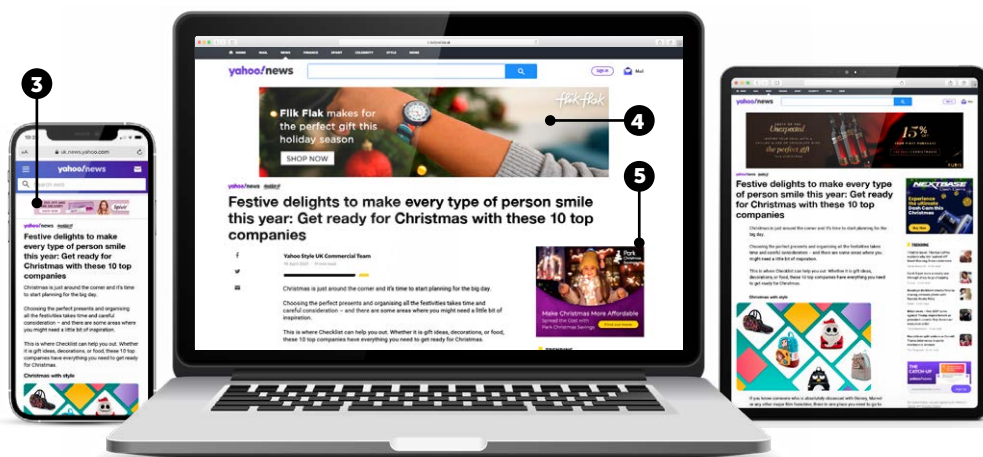
*Yahoo! News* is among one of the top global news sites, bringing light relief alongside the day's big stories, with 4.8m unique browsers every month. *Yahoo! News* boasts a mature affluent readership, with 41% aged between 35-54 and 67% who are ABC1. *Christmas Checklist* serves as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the festive holidays.

Curated by an experienced team of *Yahoo! News* copywriters, this native feature showcases a high-quality selection of top 10 products and services, such as Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

*Christmas Checklist* is the perfect shop window for brands and organisations looking to benefit from *Yahoo! News*'s robust editorial environment, an engaged and affluent ABC1 audience and crucially the gravitas of being featured on one of the world's most visited websites.

### PARTICULARLY CONSIDERING

- Visitors spend 8 minutes more time on the *Yahoo! Style* section than on the Guardian or Telegraph's lifestyle section
- The *Style* section on *Yahoo!* attracts a readership which is 65% female and 35% male
- Out of this audience, 74% of *Style* readers are in the ABC1 social group.



# 4.8m

Monthly unique visitors to  
[uk.news.yahoo.com](http://uk.news.yahoo.com)

# 24

minutes is the average time  
a visitor reads *Yahoo News*

# 41%

of readers are age 35-54

### SPONSORED ARTICLE EXAMPLE

Christmas with style



If you know someone who is absolutely obsessed with Disney, Marvel or any other major film franchise, there is one place you need to go to get their Christmas present this year: Loungefly.

Loungefly by Funko offers a collectible range of accessories that are an absolute must-have for die-hard film fans.

Their bags in particular, which are made from premium materials, are a cute yet practical way of telling the world about your passions.

But it's not just rucksacks on offer. From purses to wallets, there are lots of fun and creative designs to celebrate your favourite films and characters through. The only hard bit is knowing what to buy first.

Click [here](#) to find out more and follow @loungeflyeurope on Instagram to check out the latest products.

[CLICK HERE TO SEE A LIVE FEATURE](#)

### RATE CARD

#### Sponsored article and banner package

Promoted by way of over 20 million

ad-site traffic drivers: **1**

1 sponsored article **2**, 1 mobile banner **3**,

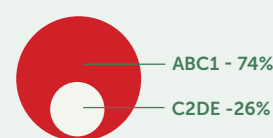
1 billboard **4**, 1 MPU **5**

### DISTRIBUTION

- Published on the *Yahoo News* homepage and hosted in the *Style* section perpetually
- Promoted by way of over 20 million ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

#### SOCIAL DEMOGRAPHIC

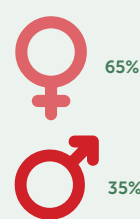


#### AGE



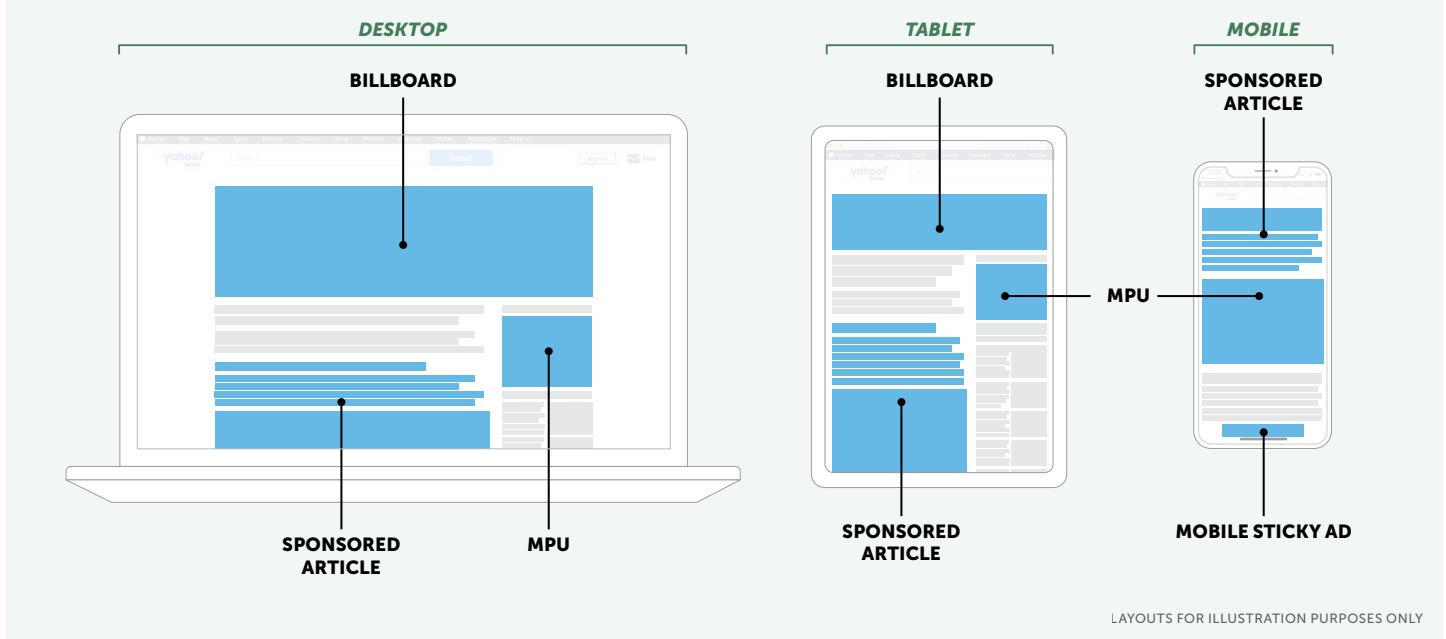
\*Style section readership

#### GENDER



[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out. On this brief client will tell Yahoo News what they'd like the article to be about
- **Article word count:** 150 words

Editorial control of this features lies with *Yahoo News*. Advertisers can request amends to the article, which will be subject to *Yahoo News*' approval.

#### IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Format:** RGB JPEG or PNG

Images should be high quality images promoting your product or service, and should not contain additional graphics or logos.

### DISPLAY AD SPECS

#### BILLBOARD (desktop and tablet)

- **Size:** 970px (w) x 250px (h)

#### MPU (MID PAGE UNIT) (desktop, tablet and mobile)

- **Size:** 300px (w) x 250px (h)

#### MOBILE STICKY AD (mobile only)

- **Size:** 320px (w) x 50px (h)

All sizes are required.

## 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 *Yahoo News*.
- Copy for advertorial features will be written by *Yahoo News*'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 time will be advised by the Production team.

### TERMS & CONDITIONS

- Health & Wellbeing Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *Yahoo News*.
- 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 *Yahoo News*'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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