

# Beauty and Fashion *checklist*

**10 TOP WAYS TO HELP YOU LOOK AND FEEL BEAUTIFUL, BOTH INSIDE AND OUT, THIS AUTUMN**  
(Eventual title will be chosen by the Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



**PUBLISHED WITH  ONLINE ON TUESDAYS**

**Beauty & Fashion Checklist** is a native feature of 10 sponsored articles published on *The Sun Online*. It appears in content relevant locations across the website and selected social media channels by way of 10 million ad-site traffic drivers. **1** The advertorial content is hosted perpetually on the popular *Fabulous* section of *The Sun Online* and includes individual links for the benefit of all 10 advertising partners.

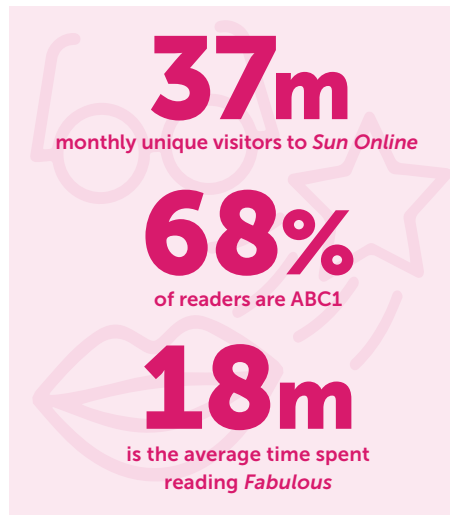
*The Sun Online* is one of the UK's top digital news brands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 year old females, many of whom are main shoppers. **Beauty & Fashion Checklist** serves as the essential guide to help readers conscious about their appearance to make positive changes in order to look and feel their best.

Curated by an experienced team of *Sun Online* copywriters, **Beauty & Fashion Checklist** showcases a high-quality selection of 10 products and services. This includes specialist clinics, hair & makeup essentials, beauty & skincare products, cosmetic & aesthetic procedures, clothing, shoes & accessories, spas, rejuvenation treatments and the latest must-have products.

**Beauty & Fashion Checklist** is the perfect shop window for brands and organisations looking to benefit from *The Sun Online*'s robust editorial environment, a mass readership who are concerned about their image and crucially the gravitas of being featured on one of the UK's most popular websites.

## PARTICULARLY CONSIDERING

- 46% of *Sun Online* readers use apps to track and monitor fitness and diet
- The readership of *Sun Online* is 70% female
- Health & Fitness is one of the most engaged channels from *Fabulous* readers.



## SPONSORED ARTICLE EXAMPLE

Get the athleisure look...



Undeniably, athleisure has become a large part of most of our wardrobes over the past 18 months or so.

Whether you're heading outside to work up a sweat, going to the gym, or meeting a friend for a post-workout coffee, you want to look good and feel comfortable doing it, and that's where GymCoffee come in.

GymCoffee is an athleisure brand and community of people with a passion to Make Life Richer.

They produce high quality, Irish-designed clothing available on their e-commerce platform and in their 9 retail Clubhouses in Ireland and the UK, including stores in Westfield London, The Trafford Centre in Manchester and Victoria Square in Belfast.

They have the outfits you need to keep you comfortable during a workout, without sacrificing on style, and there's something for everyone with sizes ranging from X-Small to XXX-Large.

Plus, their product range include 100 per cent recycled garments and they aim to have a minimum of 30 per cent of their range be sustainably made by the end of this year.

[Find out more about GymCoffee](#)

**CLICK HERE TO SEE A LIVE FEATURE**

## RATE CARD

**Sponsored article and banner package £15,000**

Promoted by way of 10m ad-site traffic drivers:  
1 sponsored article **2**, 1 MPU **3**, 1 billboard **4**,  
1 mobile banner **5**, 1 leaderboard **6**

**Video upgrade £1,000**

**Competition Upgrade £1,000**

## DISTRIBUTION

- Published on the *Sun Online* homepage and hosted on the *Fabulous* section perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun content via Apple News **7**
- Available nationwide

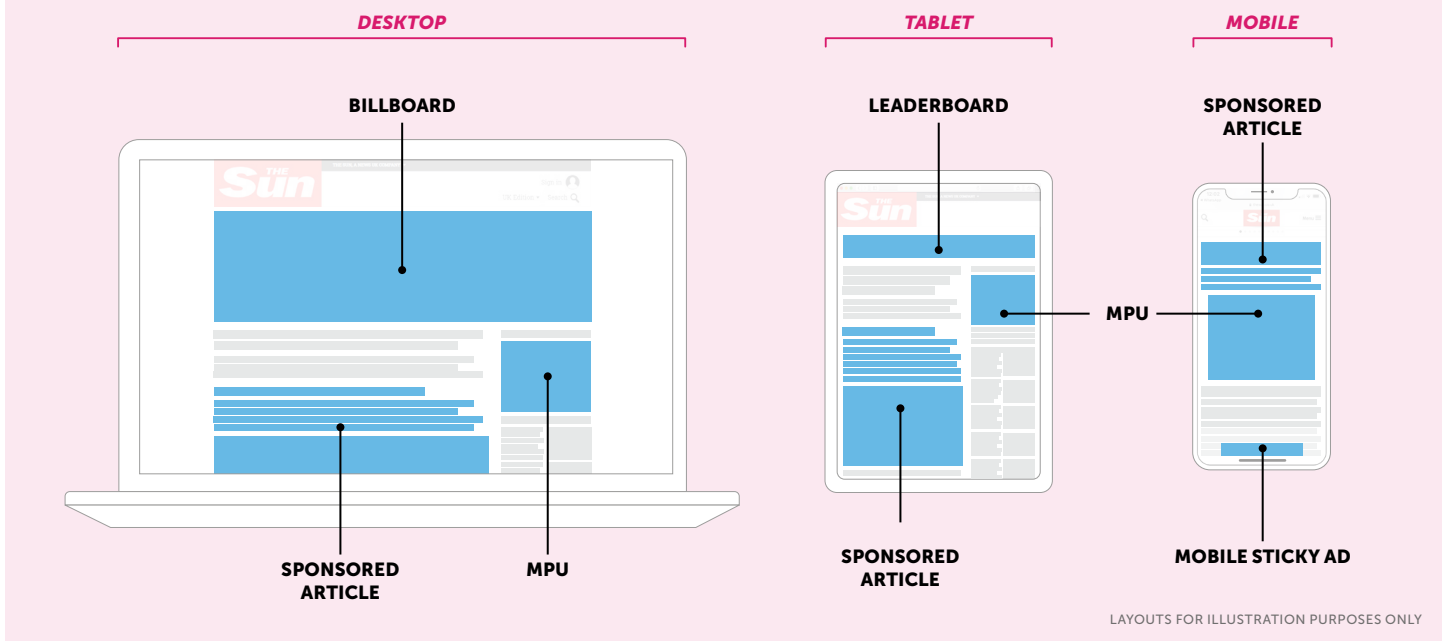
## DEMOGRAPHICS

GENDER	AGE	
F	15-24	15%
	25-34	23%
	35-44	20%
	45-54	26%
M	55+	16%
70%	30%	

\**Fabulous* section readership

**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Sun Online*
- **Call to action:** Your website

#### VIDEO SPECIFICATION

- **Format:** Vimeo or MP4 file\*
- **Duration:** 30 seconds recommended (maximum 60 seconds)

#### IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service.

\*The *Sun* website uses an ad platform which automatically inserts ads that might be shown before the video starts.

### DISPLAY AD SPECS

#### BILLBOARD

- Displays on desktop only
- **Size:** 970px (w) x 250px (h)

#### LEADERBOARD

- Displays on tablet only
- **Size:** 728px (w) x 90px (h)

#### MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

#### MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

Maximum file size: 50kb

## 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 *Sun Online*.
- Copy for advertorial features will be subedited by *Sun Online*'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 approval to publish the article or any factual copy corrections.
- 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 48 hours unless advised otherwise.

### TERMS & CONDITIONS

- Beauty & Fashion Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *Sun Online*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available [here](#).
- 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 *Sun Online*'s editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).

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