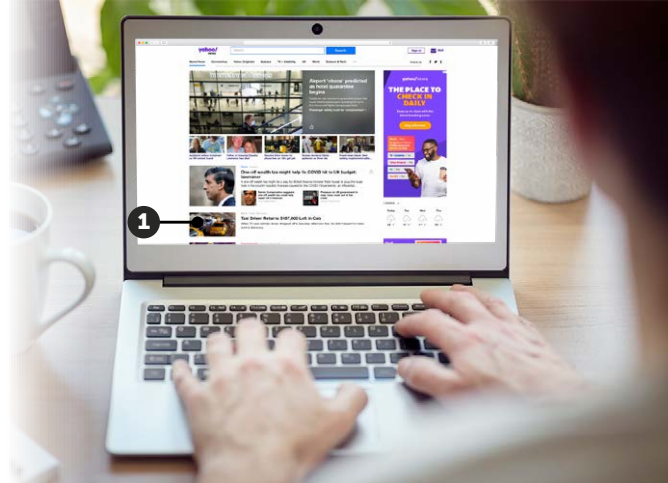


Food and Drink checklist

GET INSPIRED BY THESE 10 TOP TRENDS THAT WILL TRANSFORM THE WAY YOU EAT AND DRINK

(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 THURSDAYS

The **Food & Drink 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.

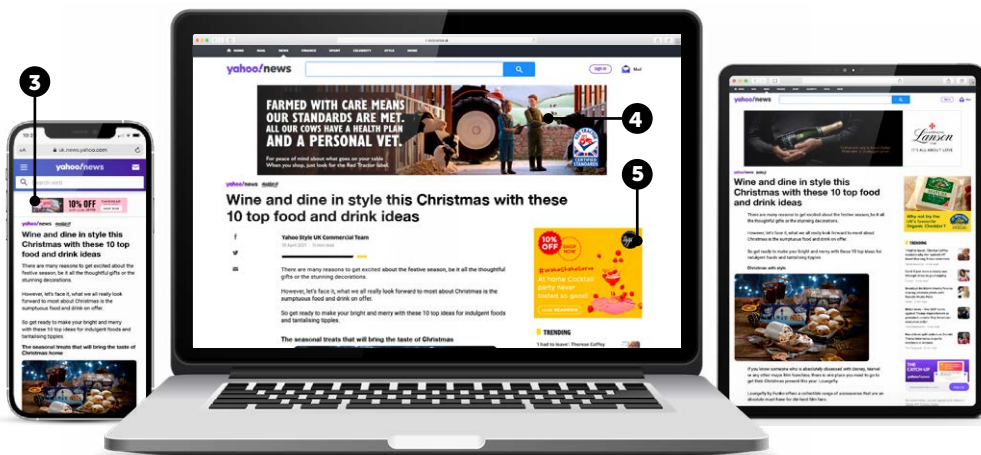
Yahoo! News is among one of the top global news sites, bringing light relief alongside the day's big stories, with 4.8m unique browsers every month. *Yahoo! News* boasts a mature affluent readership, with 41% aged between 35-54 and 67% who are ABC1. **Food & Drink Checklist** serves as the essential guide for readers to transform the way they eat in and dine out.

Curated by an experienced team of *Yahoo! News* copywriters, this native feature showcases a high-quality selection of top 10 products and services and experiences to benefit the food savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and alfresco dining options.

Food & Drink 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.



SPONSORED ARTICLE EXAMPLE

The seasonal treats that will bring the taste of Christmas home **2**



"Tis the season for all things delicious. For many of us, festive foodie priorities tend to focus on Christmas lunch - but we always need something in the cupboard for those impromptu festive get-togethers.

Enter Baskin Street's range of seasonal treats. They have a brand new range of easy yet delicious ribbles that are ideal for whipping out for guests - or even snacking on yourself.

From traditional fruity stollen - perfect with a cuppa by the fire - to stollen cookies and rich chocolate orange cake truffles, there's a little something for everyone. And, most importantly, they're all guaranteed to put a smile on everyone's face this festive season. There are even stollen bites: bite-sized versions of this seasonal classic which are great for sharing (if you can bring yourself to do so!).

Click [here](#) to find out more, or head to selected Tesco, ASDA, Co-op, NISA and other convenience stores to stock up. Also available via Ocado.

[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

- ABC1 - 74%
- C2DE - 26%

AGE

- 35-54 - 41%

GENDER

- 65% Female
- 35% Male

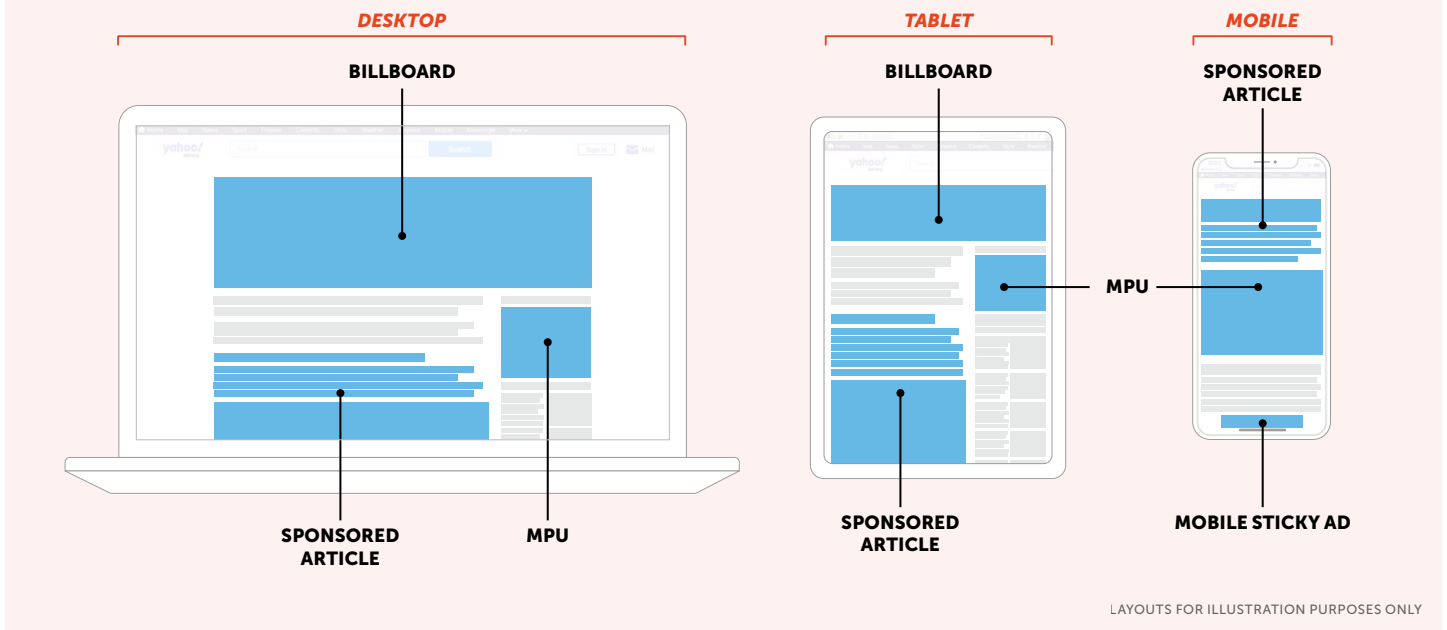
*Style section readership

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

Sources: Yahoo! News/ComScore March 2020; MAW Analytics. Last updated Nov'21

All ad-site drivers are dictated by Yahoo News algorithms, promoted at Verizon Media's discretion

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.

Maximum file size must not exceed 200kb.

Gifs must not be looped.

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 *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.
- 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).

CONTACT DETAILS
Hurst Media Company
United House, North Road
N7 9DP

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES
Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk
PRODUCTION DEPT.
Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

