

# SOLUS NATIVE FEATURE

PUBLISHED WITH **THE Sun** ONLINE



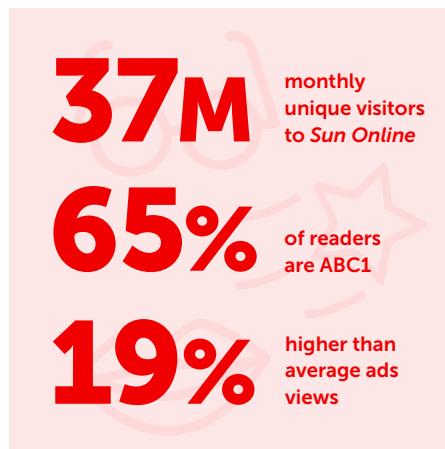
PUTTING YOUR BRAND IN THE SPOTLIGHT



A solus native feature with *Sun Online* is your brand's unique sponsored article published on the *Sun Online*. It appears in content relevant locations across the website and selected social media channels by way of 1 million ad-site traffic drivers 1 - the advertorial content is hosted perpetually on the *Sun Online* and includes links for the benefit of one advertising partner.

Curated by an experienced team of *The Sun Online* copywriters, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article. Featuring as a spotlight advertorial in *thesun.co.uk* creates the opportunity to appear in the online edition of Britain's largest newspaper. *The Sun* lives by the slogan "forward with the people", with both journalists and readers caring deeply about quality of life, the kind of world we live in, and the people around us. *thesun.co.uk* is an instigator, an entertainer, a cultural reference point, with a finger on the pulse and a daily relationship with its readers - a collective worth being a part of.

A solus native feature is the perfect shop window for brands and organisations looking to benefit from The Sun Online's robust editorial environment, a mass readership, and crucially the gravitas of being featured on one of the most popular news websites.



## PARTICULARLY CONSIDERING

- The *Sun Online* reaches, monthly, 87% women interested in beauty.
- In a typical week, *Sun Online* readers are involved in a staggering 16 million conversations about children's products.
- Around £1 in every £7 spent on groceries is spent by a *Sun Online* reader.

## SPONSORED ARTICLE EXAMPLE

SPONSORED

Money > Tips

### APPY SPENDING Level up your shopping experience

What are the options if you need to spend more than you had originally planned? An advertising feature brought to you by Checklist

The Sun 14:31, 25 Jan 2022 | Updated: 10:54, 1 Feb 2022



**BENEFIT** from the purchasing that you truly deserve with the new and improved Klarna app.

It is a situation many of us have been in.

You might get a little bit carried away buying the perfect gift for a loved one by spending more than you had originally planned. Perhaps you lost track of time and waited until the last minute, entering into the inevitable panic buying mode.

#### Spread the cost of shopping

Thankfully, at Klarna, they have a solution to all your shopping needs. They believe in sticking to your budget and always getting the best offer available.



You can use the Klarna app to spread out your payments

But most importantly they also want to be sure that you gift and get what you love.

As there's truly nothing better than knowing your gift was exactly what the receiver wanted. Have a browse at a huge selection of retailers and spread the cost with interest-free payments using Klarna, making present buying much more manageable.

#### Keep in control of your budget

In addition, the Klarna app lets you set monthly budget limits and shows you a handy tracker of your previous purchases, helping you stay in control of your spending.

So whether you love Klarna or have never shopped with them before, the app is a great starting point for your shopping needs.

#### Stay organised, whatever the occasion

There's so many ways to improve your personalised shopping experience with the all-in-one Klarna app. You can save items to your own shopping wishlist and get notifications when the price drops. Plus, get inspired by Klarna's curated shopping lists or browse the latest deals from brands you love.

#### Keep on track

Thinking about your carbon footprint? You can even track your CO2 emissions as you shop in the app. Plus you can use the app to set a budget, keep track of your spending and reach your goals.

[Click here to download the app and enjoy fuss-free shopping.](#)

Disclaimer: Klarna Bank AB (publ) is authorised and regulated by the Swedish Financial Services Authority. Deposit-taking and lending services are not provided by Klarna. Klarna is not a bank and does not have a banking licence. Klarna is not authorised by the FCA and is not subject to FCA regulation. Klarna is not authorised by the PRA and is not subject to PRA regulation. Klarna is not authorised by the FCA or the PRA. Details of the Temporary Permissions Regime, which allows EEA-based firms to operate in the UK for a limited period while seeking full authorisation, are available on the FCA's website. Please note responsibly. 18+ UK residents only. FCA apply. Credit subject to status. Pay in 3 and pay-in-30 agreements are not FCA regulated.

## RATE CARD

### Sponsored article and banner package £18,750

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* and promoted by way of 1 million ad-site traffic drivers\* over the period of 4 weeks
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun website
- Available nationwide

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC

ABC1 65%

C2DE 35%

### GENDER\*

54%

44%

AGE 15-34 28%

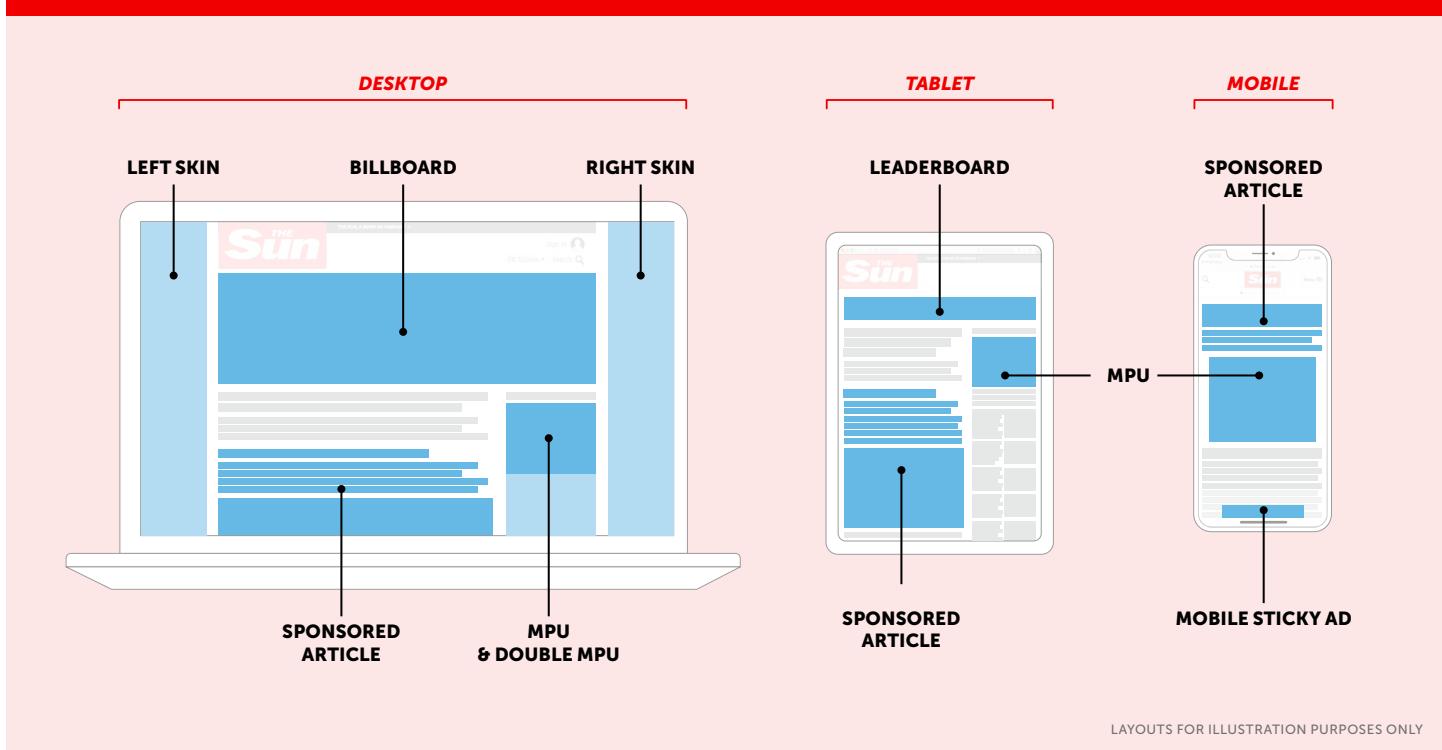
35-54 38%

55+ 34%

\*2% prefer to self-describe

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

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- Word count: 500 words
- Headline: Written by *Sun Online*
- Contact information: Your website

#### 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. You can supply 2-3 images. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

### DISPLAY ADS 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)

#### DOUBLE MPU

- Displays on desktop, tablet and mobile
- Size: 300px (w) x 600px (h)

#### RIGHT AND LEFT SKINS\*

\*Skins are optional. If you're supplying your own display ads, let Production know so they can provide the relevant specs and examples.

### 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 PROCESS

- After receiving your content, Hurst Media Company will review and forward to *Sun Online*.
- Copy for advertorials 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

- Checklist takes sole responsibility for the advertorial content that is published on *Sun Online*.
- 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 *Sun Online*'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  
1 Phipp Street  
London, EC2A 4PS

Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

