

checklist

Competitions & Giveaways

Published with:

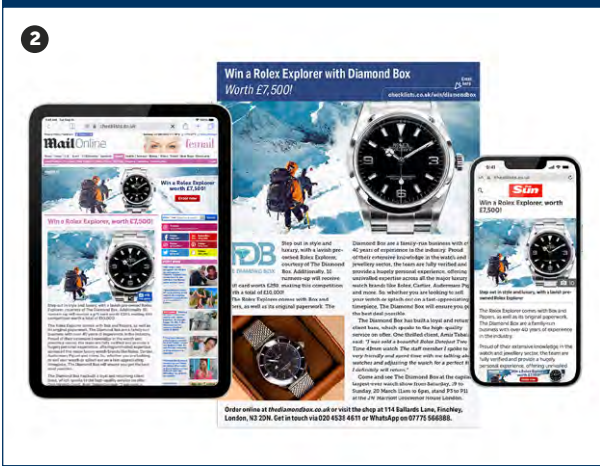
- THE TIMES Sun Evening Standard Daily Mail METRO
 DAILY EXPRESS HUFFPOST This is MONEY Mail Online Mirror
 The Guardian i THE SUNDAY TIMES yahoo! news Apple News The Telegraph
 DailyMail.com Sun ONLINE The Observer NewScientist

and many more...

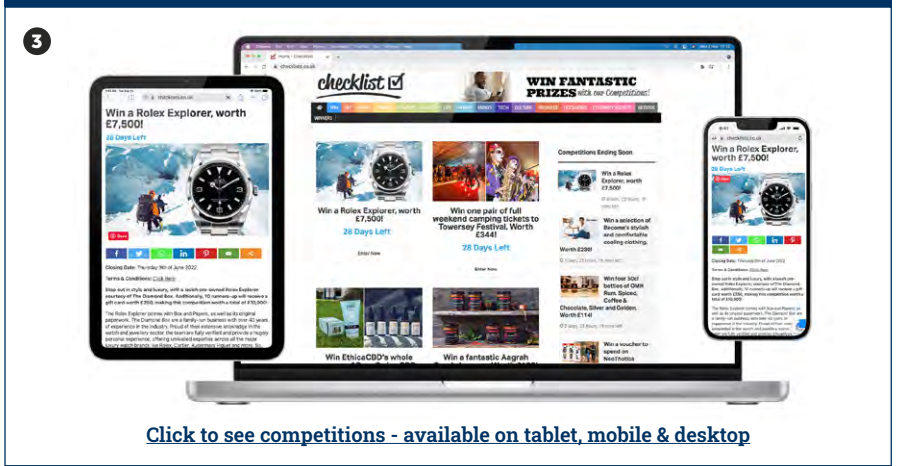
SOME OF OUR TRUSTED MEDIA PARTNERS



PRESS & DIGITAL COPY EXAMPLES



ENTRY PAGE & HOSTING ON CHECKLISTS.CO.UK



Click to see competitions - available on tablet, mobile & desktop

WHAT?

Checklist Competitions & Giveaways are published regularly in the UK's most trusted media channels, such as influential digital websites and national newspapers 1. It is an ideal opportunity for brands to offer consumers the incentive of a prize with a view of capturing their data.

WHY?

As well as the opportunity to win something for free, Competitions & Giveaways add an element of play to consumers' media experience.

Products and services offered as prizes also attain a higher perceived value than those simply advertised for sale and can be a fantastic medium for new and established companies looking to assert an identity,

generate buzz and engage with existing and prospective customers.

HOW?

After confirming the prize and campaign objectives with one of Hurst Media's trusted media consultants, our in-house creative studio will get to work on producing your competition copy 2.

The team will then build a dedicated competition entries page to harvest GDPR-compliant consumer data on checklist.co.uk/win 3 then the promotion is shared on your chosen trusted media channels.

Additional provisions can be made to promote competitions to our miscellaneous consumer databases and social media channels.

Published in a wide selection of targeted trusted media publications, Competitions & Giveaways are the perfect shop window for brands and organisations to interact with consumers. It is also an effective way to generate significant and proprietary databases of qualified prospects.

PARTICULARLY CONSIDERING

- Visitors spend an average of 3 minutes on the competitions page
- Around 64% of checklist.co.uk visitors are female
- Approximately 45% of visitors are aged between 35 to 54
- An average of 30k new users visit checklist.co.uk each month
- 15% of visitors are brought to the website through email marketing

HOW IT WORKS

- Client books space in preferred trusted media channels and provides a prize promotion
- Parameters and data capture fields are agreed according to clients' requirements and in line with GDPR
- Copy is then created and a dedicated webpage is built to manage the competition entries
- The promotional period then runs for 30-days and once closed, we provide the GDPR compliant entry data which becomes proprietary to the client

CASE STUDY



The Diamond Box hosted a competition as part of their wider marketing strategy. The prize was a Rolex Explorer worth £7,500.

Results exceeded expectations, receiving **51,008 entries** and generated **thousands of quality leads** for the brand.

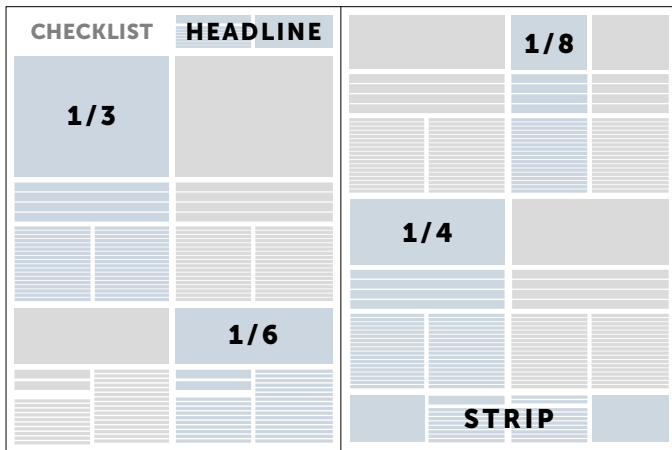
RATE CARD

Competition upgrade:

£1,000

Purchased in conjunction with your agreed Trusted Media booking

PRINT ADVERTISEMENT



Specifications will be sent by Production upon booking. Once all material is received, the Hurst Media team will layout your competition slot within the house style of the publication. Exact layouts may vary depending on images and/or text supplied.

COMPETITION LANDING PAGE



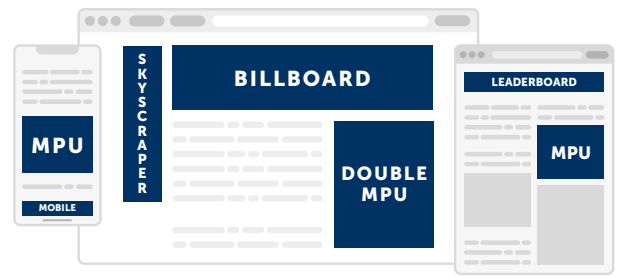
ONLINE PAGE SPECIFICATION

Headline, prize, contact, body copy and 1 image

Management: Hurst Media manages the competition with data capture

Data provided: Name and email (GDPR compliant only)

DIGITAL ADVERTISEMENT



DIGITAL DISPLAY

We offer a wide range of banner packages that can be booked to promote your competition across the most influential digital news websites.

**Formats allowed will depend on the website chosen.*

DIGITAL NEWS SITES

The UK's most influential digital news brands publish feature articles of branded content and short-form advertorials curated by Hurst Media. The features build awareness, drive traffic to websites and encourage target audiences to engage with branded content from within editorial environments that they trust. Your CTA will include a link to the website of your choice and an extra link to enter the competition.



NEWSLETTERS AND SOCIALS

We alert our subscribers to our regular giveaways in a weekly newsletter. Our social media pages also advertise new competitions once they become live.

LAYOUTS FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.

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

COMPETITION INFORMATION

- Prizes should have a **minimum value of £100** to attract entrants.
- Competitions go live the same day that the print/digital ad is on sale/live. For online only competitions, the live date should be advised upon booking.
- After the live date, the competition will be promoted to Hurst Media's email database on a weekly newsletter.
- The length of the competition promotional period can be arranged with the Hurst Media team.
- If you have any additional stipulations, such as your own T&C's or additional entry questions (these will be non-mandatory), please let the team know.
- After the competition closes, competition data will be available to be supplied by the Marketing department.

TERMS & CONDITIONS

- Checklist is advertorial content compiled by Hurst Media Company Ltd who takes sole responsibility for the content, but is published by the newspaper.
- 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 editorial discretion. Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.
- 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](#).

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

