

Cost of Living *checklist*

IT'S TIME TO FOCUS ON THE FAMILY: HERE ARE 10 TOP IDEAS THAT'LL MAKE LIFE JUST THAT BIT EASIER
 (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

The Cost-of-Living Top 10 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 the UK's number one digital newsbrand, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 68% of readers who are ABC1. The Cost-of-Living Top 10 Checklist will serve as an essential guide so that readers can save on the cost of living this winter.

Curated by an experienced team of *The Sun Online* copywriters, The Cost-of-Living Top 10 Checklist feature showcases a high-quality selection of products and services ranging from housing expenses and utilities, affordable food and groceries, transportation, healthcare costs, and clothing options for the entire family. There will also be options for business and career advice, financial solutions, as well as legal services.

The Cost-of-Living Top 10 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 finances and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- 55% of *Fabulous* readers have the most influence on home finances
- Around £1 in every £7 spent on groceries is spent by a *Sun Online* reader.




SPONSORED ARTICLE EXAMPLE

Stop overpaying for your energy

Your energy bill is probably one of your biggest monthly outgoings. The best deals available are typically £300/year cheaper than a standard tariff, so switching your supplier could save you a lot of money. But with 73 suppliers offering 400 tariffs to UK households, how can you be sure you're on the best deal for you? We suggest signing up to Flipper.

Flipper is an auto-switcher, not a price comparison website and offers greater savings. It checks the market for its customers every month and 'flips' them onto a new tariff if a saving of £50+ can be made. On average customers save £385 a year as Flipper can switch to a wider range of suppliers and tariffs as soon as a better deal is available. All the suppliers it flips to are approved by Ofgem. Flipper checks supplier performance saying "if we wouldn't flip family and friends to a supplier, we won't flip anyone to them".

TRY IT: To ensure you're on the cheapest energy deal, forever, click here



Enjoy the peace of mind that Flipper is looking out for you

[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**

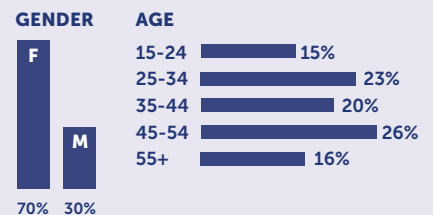
Video upgrade £1,000

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

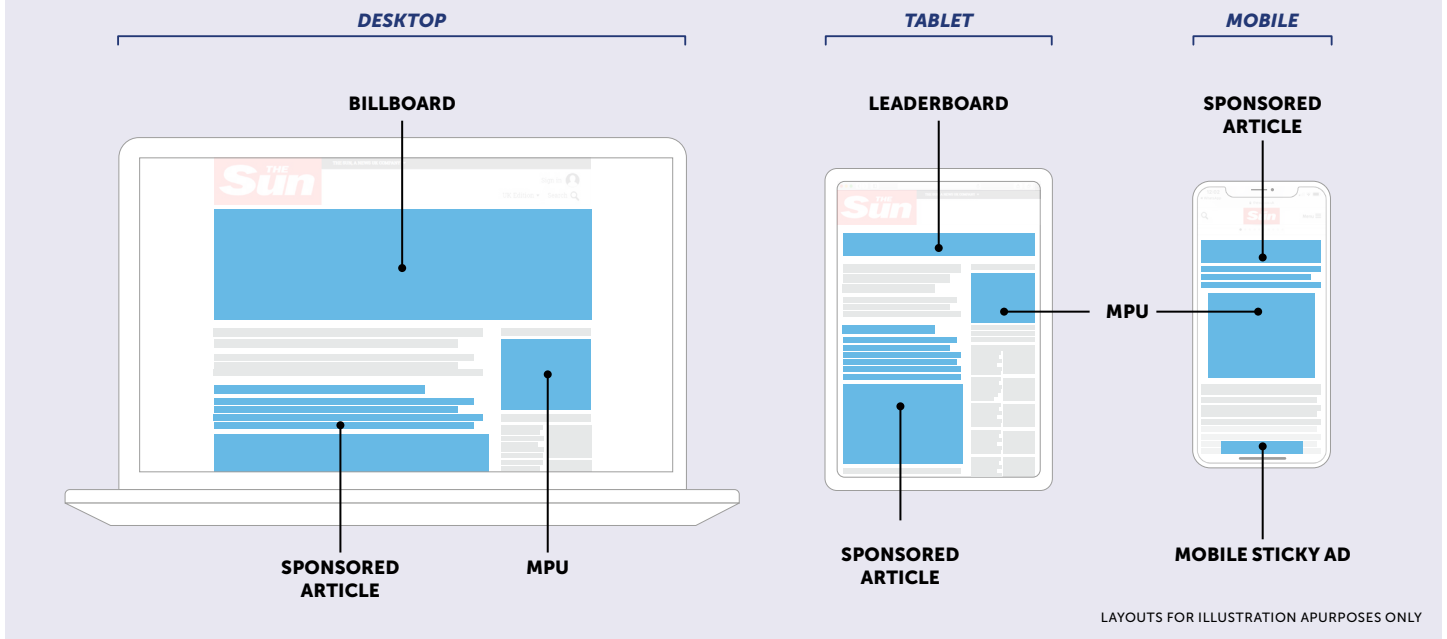


**Fabulous* section readership

*Facts and figures from News UK. All ad-site drivers are dictated by Sun algorithms, promoted at News UK's discretion

[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

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

- Family 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](#).

CONTACT DETAILS

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