

# Holiday Body TOP 10 *checklist* ✓

**FEELING THE TRAVEL BUG? THESE 10 TOP BRANDS WILL HELP YOU GET HOLIDAY BODY READY**  
(Eventual title will be chosen by the Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



**PUBLISHED WITH** **THE Sun** **ONLINE**

**Holiday Body Top 10 Checklist** is a native feature of 10 sponsored articles published on *The Sun Online*. It appears in content relevant areas of the website **1** and is promoted by way of 10 million ad-site traffic drivers – the advertorial content is hosted perpetually on the popular Travel 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 newsbrands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 62% of readers in the ABC1 social demographic. **Holiday Body Top 10 Checklist** serves as the essential guide to help those seeking to look their best in time for the sunny season.

Curated by an experienced team of *The Sun Online* copywriters, **Holiday Body Top 10 Checklist** showcases a high-quality selection of 10 top products and services including beauty and tanning must haves, swimwear, sun protection, clothing, teeth whitening, haircare, and much more.

**Holiday Body 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 focused on summer travel, and crucially the gravitas of being featured on one of the most popular news websites.

## PARTICULARLY CONSIDERING

- £4.4 billion was spent on holidays by *Sun* readers over 12 months
- Some 404,000 *Sun* readers have a family income over £50k
- 54% of readers say they enjoy planning holidays
- *The Sun* readers are twice as likely to own a holiday home.



**37m**  
monthly unique visitors to *Sun Online*

**62%**  
of readers are ABC1

**24m**  
is the average time spent reading *Sun Online*

## SPONSORED ARTICLE EXAMPLE

Supporting you at your best



With a 20 year history and millions of bottles sold in North America, Focus Factor, a leading supplement brand in the USA is now available with specialised formulas for the UK.

Focus Factor is formulated to support mental performance and cognitive function – with pantothenic acid to contribute to normal mental performance<sup>1</sup>, and iodine<sup>2</sup> and zinc<sup>3</sup> to contribute to normal cognitive and neurological function. Focus Factor is also a complete source of vitamins and is even suitable for vegetarians, which makes it an ideal addition to any routine.

Aside from directly from their website, Focus Factor products are newly stocked at Holland & Barrett (in store and online) with a variety of formulas – Original, Extra Strength, Brain & Vision, as well as their delicious new Gummies.

[Click here to find out more.](#)

**CLICK HERE TO SEE A LIVE FEATURE**

## RATE CARD

**Sponsored article and banner package £12,000**

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**

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

## DISTRIBUTION

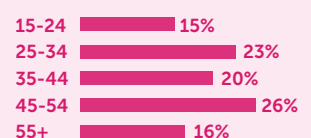
- Published in content relevant areas and hosted on the *Sun Online* perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun content via Apple News **7**
- Available nationwide

## DEMOGRAPHICS

### GENDER



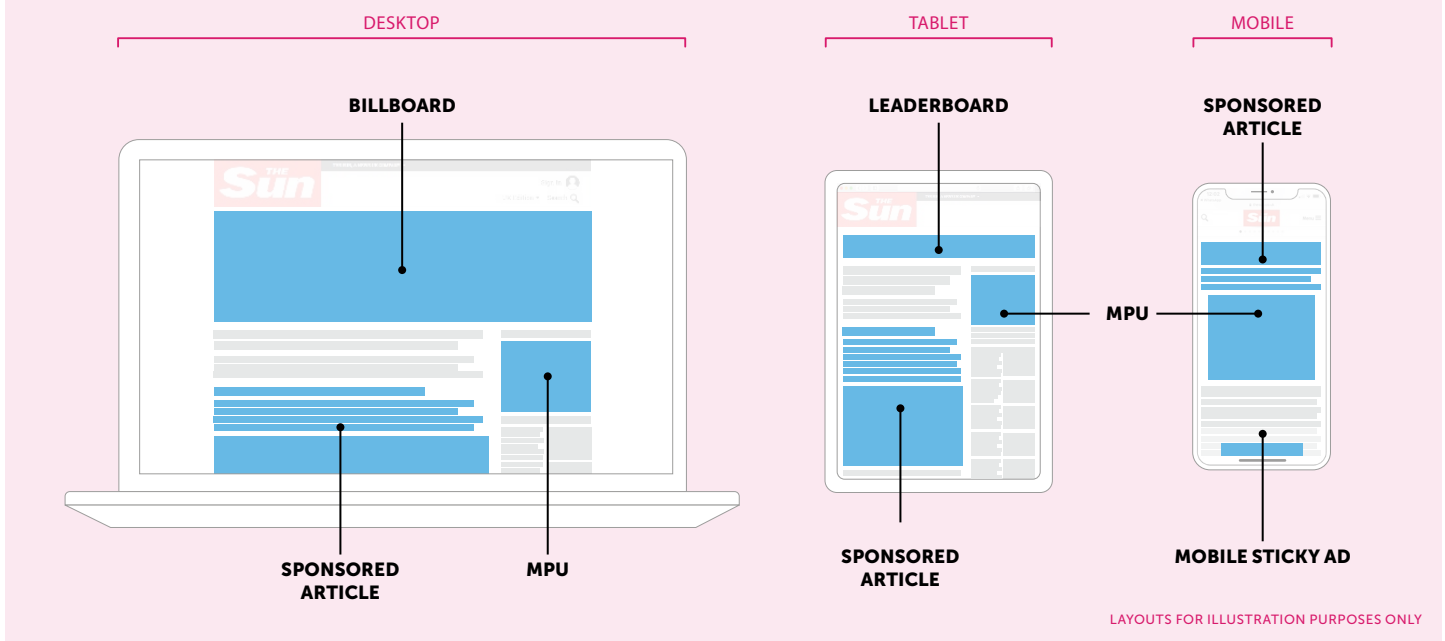
### AGE



### SOCIAL DEMOGRAPHIC



## 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

- Holiday Body Top 10 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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