

# Health, Beauty and Wellbeing checklist

WANT TO LOOK GOOD AND LIVE BETTER? THESE ARE 10 BRANDS THAT WILL HELP YOU FEEL FABULOUS  
(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

Health, Beauty & Wellbeing 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.

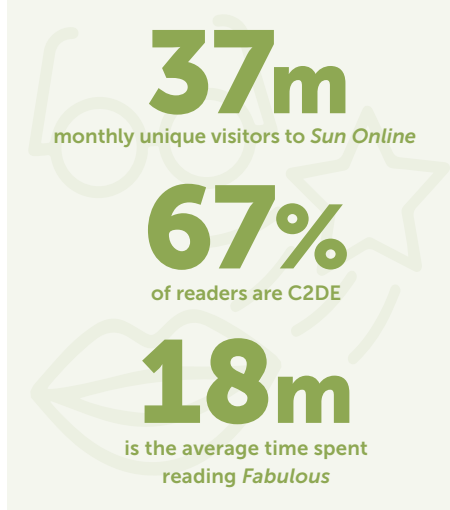
The *Sun Online* is one of the UK's top digital newsbrands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 67% of readers who are C2DE. Health, Beauty & Wellbeing Checklist serves as the essential guide to help these health-conscious readers make positive changes to lead a healthier, happier lifestyle.

Curated by an experienced team of *The Sun Online* copywriters, Health, Beauty & Wellbeing Checklist showcases a high-quality selection of 10 products and services, ranging from over the counter remedies, specialist clinics, beauty & cosmetic treatments, alternative therapy, and diet & fitness solutions.

Health, Beauty & Wellbeing 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 health and crucially the gravitas of being featured on one of the most popular news websites.

### PARTICULARLY CONSIDERING

- 46% of *The Sun Online* readers use apps to track and monitor fitness and diet
- 2.6 million *The Sun Online* readers say that improving their fitness is their motivation to taking part in sport and leisure activities, 1.5 million readers do it to lose weight and 1 million readers to relieve stress
- Health & Fitness is one of the most engaged channels from *Fabulous* readers



### SPONSORED ARTICLE EXAMPLE

Treat yourself to a new skincare device



As we are spending most – if not all – of our time at home these days, it's really important to focus on our wellbeing.

We all know that eating healthily, exercising and getting a good night's sleep are really important – and so is looking after your skin. One way to enhance your at-home skincare is to treat yourself to a new beauty device.

Using expert diode laser technology, Tria empowers you to achieve clinically-proven results at a fraction of the cost of a professional salon. Their powerful handheld laser devices offer a great solution for many skin concerns, from removing unwanted hair, to reducing the signs of ageing and skin blemishes.

In fact, their bestselling laser, the Hair Removal 4X, can permanently remove hair, so you never have to wax or use IPL again! If you're thinking of splashing out you can buy with peace of mind as they offer a 60-day money-back guarantee.

[Click here to find out more and get £30 off any Tria Beauty laser! Use code GET30.](#)

[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**

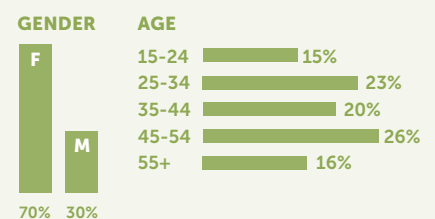
**Competition Upgrade £1,000**

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

### DISTRIBUTION

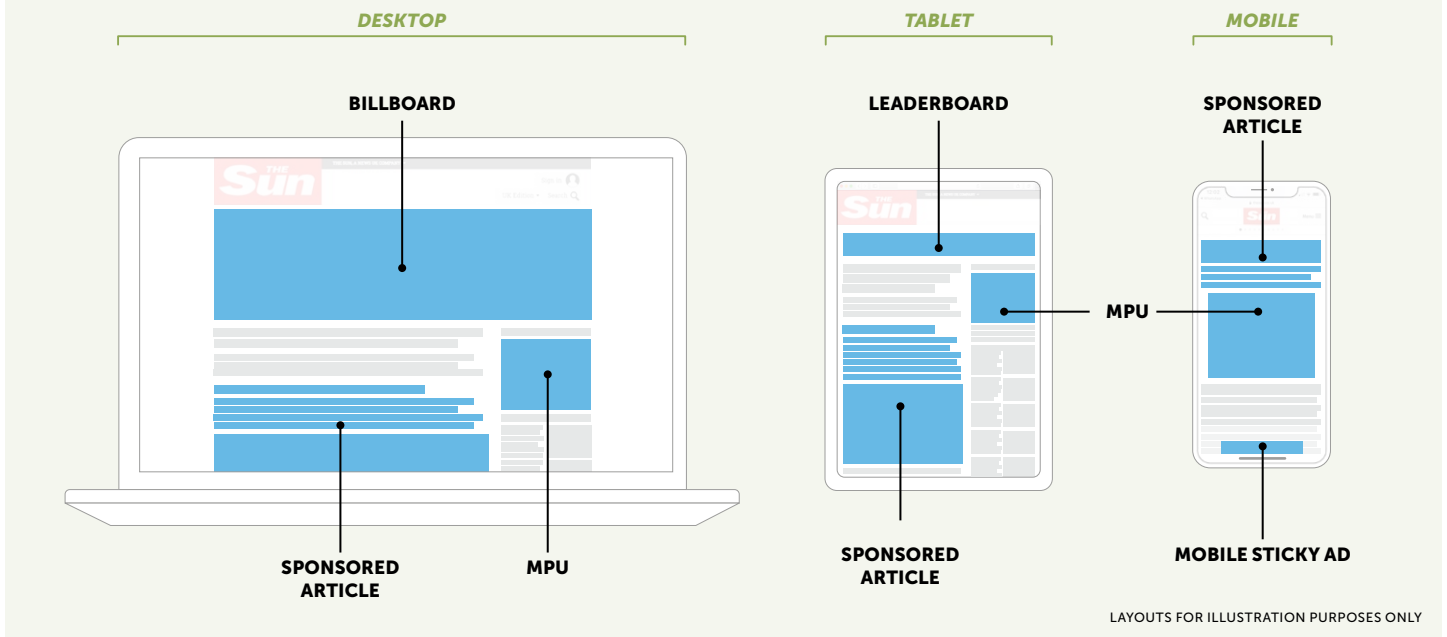
- Published on the *Sun Online* homepage and hosted on the *Fabulous* section perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun content via Apple News **7**
- Available nationwide

### DEMOGRAPHICS



\**Fabulous* section readership

# 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

- Health & Wellbeing 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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EC2A 4PS

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Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

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

### PRODUCTION DEPT.

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