

Valentine's Day *checklist*

LOVE IS IN THE AIR: 10 TOP GIFTS FOR THAT SPECIAL SOMEONE THIS VALENTINE'S DAY

(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

The **Valentine's Day 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.

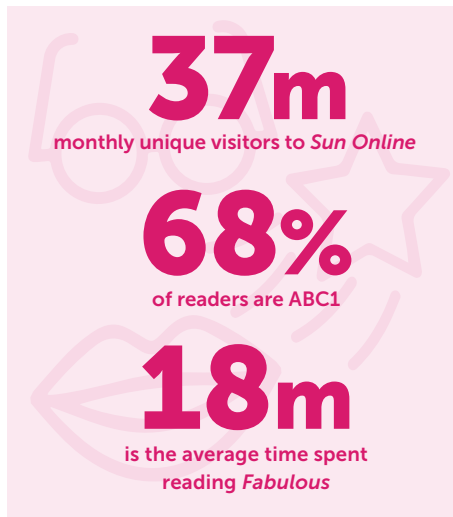
The Sun Online is one of the UK's top digital news brands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 year old females, many of whom are main shoppers. The **Valentine's Day Checklist** serves as the essential guide anyone looking for the perfect gift for that special someone at the most romantic time of the year.

Curated by an experienced team of *Sun Online* copywriters, The **Valentine's Day Checklist** showcases a high-quality selection of 10 products and services. This includes gifts and experiences ranging from stunning jewellery pieces, tantalising tipples and decadent dining options to fabulous flowers and romantic getaways.

The **Valentine's Day 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 image and crucially the gravitas of being featured on one of the UK's most popular websites.

PARTICULARLY CONSIDERING

- The *Sun Online* readers have three conversations a day on average about food and drink
- The readership of *Sun Online* is 70% female
- The *Sun* readers are over 50% more likely to purchase something as a result of seeing an advert in the newspaper



SPONSORED ARTICLE EXAMPLE

Discover indulgent gifts that keep on giving

Whether you're treating yourself or someone special, indulging with some self-care essentials is the perfect way to unwind after a long day.

If you're looking for some effective wellbeing goodies, Feather & Down's sleep range is infused with lavender and chamomile essential oils to encourage calm and tranquility.

Their range is created to help get you in the right mood to drift off into a peaceful slumber. From the multi-award-winning Pillow Spray to the indulgent Body Lotion, Feather & Down is perfect for those looking to unwind.

Or, if you're wanting to give (or receive) the gift of luxurious smelling bath and body products, then look no further than the Humble range created by TV presenter and wildlife enthusiast, Kate Humble.

Harnessing all things natural, Humble products are perfumed with scents evocative of an English country garden: sweet pea and verbena, rose and frankincense, and honeysuckle. The range includes bath honey, hand wash and lotion, and gift sets which all come in biodegradable packaging.

Slide into your slippers and get drawing the ultimate bath for yourself or for that someone special.

The info: [Click here to shop Feather & Down](#) and [here to shop Humble](#).

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

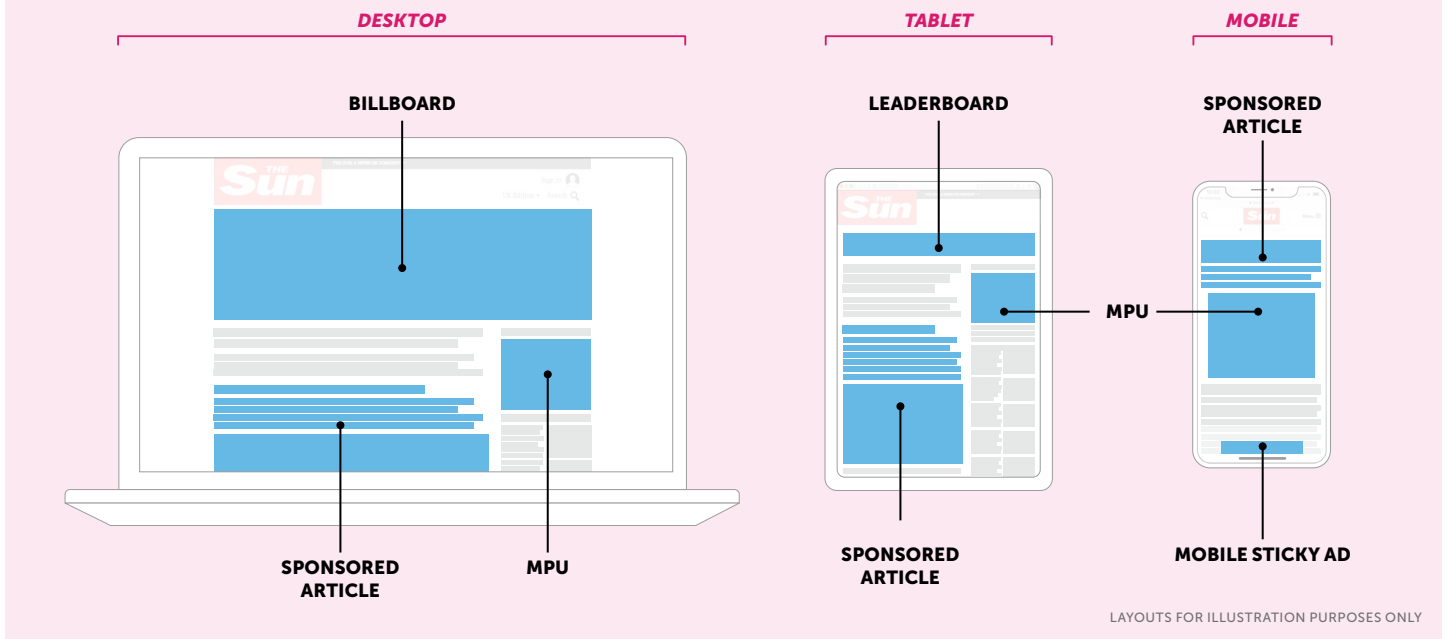
GENDER	AGE	PERCENTAGE
F	15-24	15%
	25-34	23%
	35-44	20%
	45-54	26%
M	55+	16%

70% 30%

**Fabulous* section readership

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

- Beauty & Fashion 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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