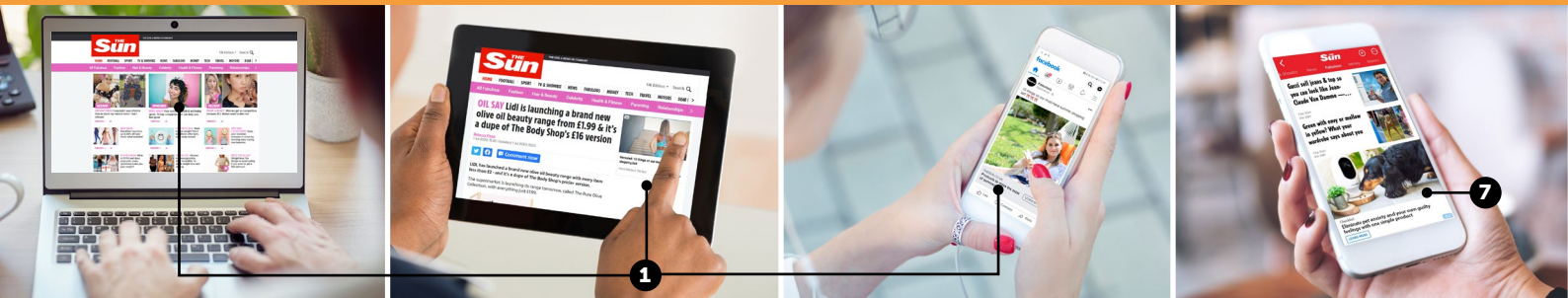


# Family checklist

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

Family 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.

Curated by an experienced team of *The Sun Online* copywriters, this native feature showcases a high-quality selection of top 10 products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and finances.

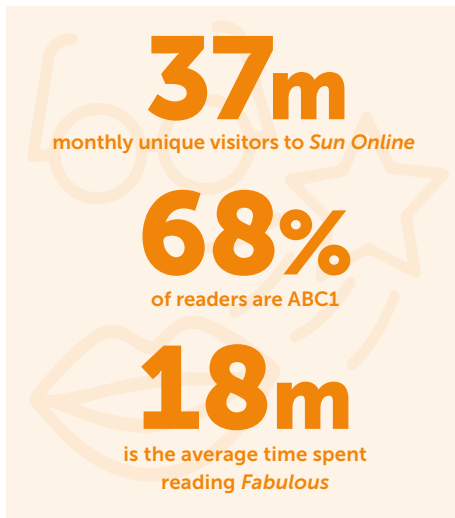
*The Sun Online* is the UK's number one digital newsbrand, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 68% of readers who are ABC1.

Family Checklist serves as the essential guide to help parents make the best choices available for their children and loved ones.

Family 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 family and crucially the gravitas of being featured on one of the most popular news websites.

### PARTICULARLY CONSIDERING

- *The Sun Online* readers have 3 conversations a day on average about food and drink.
- In a typical week, *Sun Online* readers are involved in a staggering 16 million conversations about children's products.
- Around £1 in every £7 spent on groceries is spent by a *Sun Online* reader.



### SPONSORED ARTICLE EXAMPLE

Ultimate peace of mind that you're giving your child the best start in life



iCandy pushchairs are designed in the UK to ensure absolute protection and unrivalled style

The multi-functional iCandy Peach is famous for its one-handed fold, ability to convert into a double stroller and fashion forward colourways.

The engineering of the pushchairs are more in line with aeronautical design than that of a traditional pushchair. Strong, lightweight aluminium frames with iconic styling set them apart from the competition.

The ride for baby seamless, safe and deliciously comfortable, and the experience for you a pure pleasure. Just as important as the design is the look - the look of luxury, modernity and style.

When you choose an iCandy, you're not just buying a pushchair - you're guaranteeing the utmost in quality, safety and functionality for your child and your family.

[Click here to discover the iCandy Peach, worth £999!](#)

[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

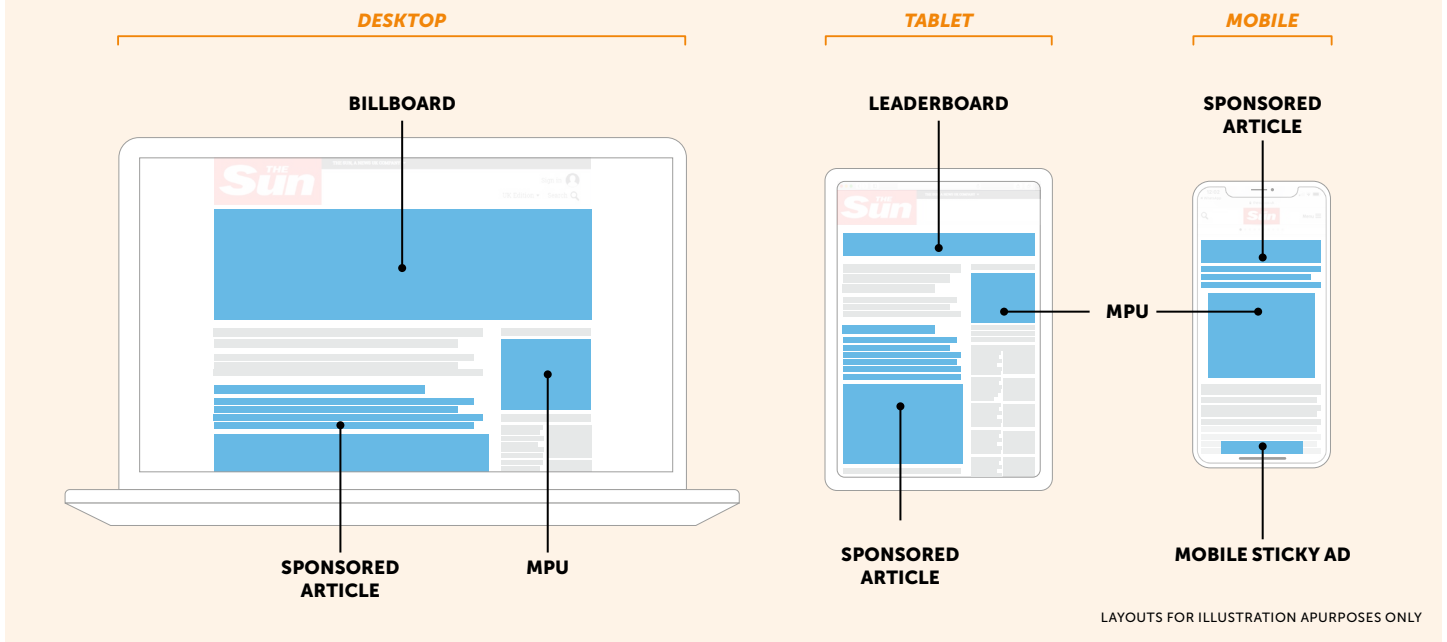
GENDER	AGE	PERCENTAGE
F	15-24	15%
	25-34	23%
	35-44	20%
	45-54	26%
	55+	16%
M		
70%	30%	

\**Fabulous* section readership

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

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

# 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

- 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

Hurst Media Company  
1 Phipp Street, London,  
EC2A 4PS

Tel: 020 3478 6017

[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

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

### PRODUCTION DEPT.

Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

