

Competitions & Giveaways

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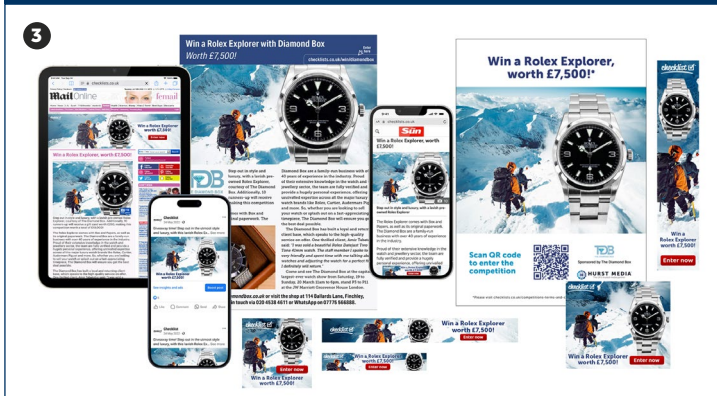
MARKETING OPTIONS



HOSTING SOLUTIONS



ADVERTISING COPY



ENTRY & DATA CAPTURE



WHAT?

Our **Competitions & Giveaways** are published in the UK's biggest and most-trusted media channels, such as influential websites, magazines and national newspapers.

We receive millions of entries annually and capture high-quality GDPR compliant data for brands who can offer prizes and incentives to consumers.

WHY?

Competitions & Giveaways add an element of play to a consumer's media experience.

Products and services offered as prizes often attain a higher perceived value than those simply advertised for sale.

The opportunity to win something for free fosters goodwill towards brands.

They are a fantastic medium for companies looking to assert an identity, generate buzz and engage with existing and prospective customers.

Competitions & Giveaways are the perfect shop window for brands and organisations to interact with consumers and are an effective way to generate significant and proprietary databases of qualified prospects.

HOW?

- 1 Marketing Options are chosen to promote campaigns across a variety of trusted media channels, along with other email marketing and social media amplifications.
- 2 Hosting Solutions are agreed on a selection of trusted media sites, platforms and/or on the brands own domain.
- 3 Advertising Copy is curated and designed by our creative studio detailing the specific prize promotion, terms and conditions.
- 4 Entry & Data Capture requirements are arranged, and a dedicated webpage is built to harvest consumer data for the duration of the promotional period.
- 5 Once closed, a winner is chosen at random and clients are provided with an encrypted spreadsheet with the GDPR compliant and entry data.

Clients can then leverage data for future and ongoing marketing efforts, newsletters and promotions.

CASE STUDY



The Diamond Box hosted a competition as part of their wider marketing strategy. The prize was a Rolex Explorer worth £7,500.

Results exceeded expectations, receiving **51,008 entries** and generated **thousands of quality leads** for the brand.

RATE CARD

Trusted Media Competition Package = £1,500

Customer Branded Competition Package = £3,000

Both Include:

- Weekly newsletter promotion to 90K consumers.
- 30-days of hosting on [checklists.co.uk/win](https://www.checklists.co.uk/win)
- 150-words of copy written detailing prize
- Entry page created on [checklists.co.uk/win](https://www.checklists.co.uk/win)

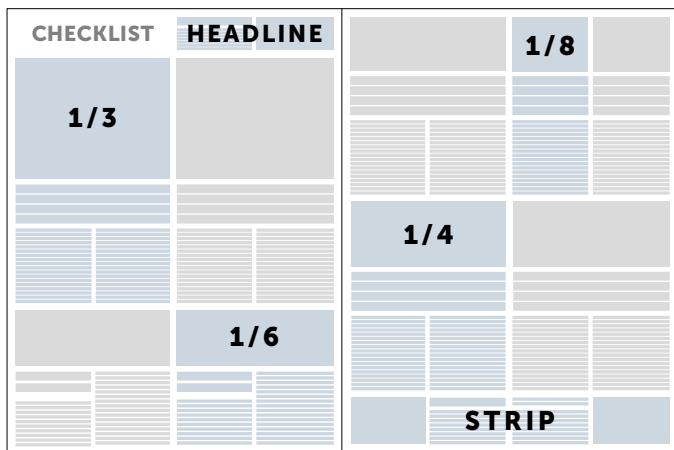
Bespoke Packages Available = POA

Options include:

- Promotion in national newspapers, magazines, newswebsites, and social channels.
- Media and paid search.
- Premium hosting on additional trusted media sites.

[Click to see live competitions](#)

PRINT ADVERTISEMENT



Specifications will be sent by Production upon booking. Once all material is received, the Hurst Media team will layout your competition slot within the house style of the publication. Exact layouts may vary depending on images and/or text supplied.

COMPETITION LANDING PAGE



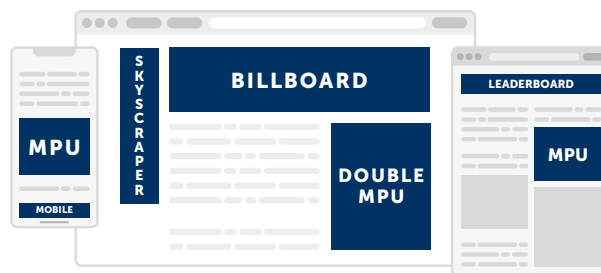
ONLINE PAGE SPECIFICATION

Headline, prize, contact, body copy and 1 image

Management: Hurst Media manages the competition with data capture

Data provided: Name and email (GDPR compliant only)

DIGITAL ADVERTISEMENT



DIGITAL DISPLAY

We offer a wide range of banner packages that can be booked to promote your competition across the most influential digital news websites.

**Formats allowed will depend on the website chosen.*

DIGITAL NEWS SITES

The UK's most influential digital news brands publish feature articles of branded content and short-form advertorials curated by Hurst Media. The features build awareness, drive traffic to websites and encourage target audiences to engage with branded content from within editorial environments that they trust. Your CTA will include a link to the website of your choice and an extra link to enter the competition.



NEWSLETTERS AND SOCIALS

We alert our subscribers to our regular giveaways in a weekly newsletter. Our social media pages also advertise new competitions once they become live.

LAYOUTS FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.

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

COMPETITION INFORMATION

- Prizes should have a **minimum value of £100** to attract entrants.
- Competitions go live the same day that the print/digital ad is on sale/live. For online only competitions, the live date should be advised upon booking.
- After the live date, the competition will be promoted to Hurst Media's email database on a weekly newsletter.
- The length of the competition promotional period can be arranged with the Hurst Media team.
- If you have any additional stipulations, such as your own T&C's or additional entry questions (these will be non-mandatory), please let the team know.
- After the competition closes, competition data will be available to be supplied by the Marketing department.

TERMS & CONDITIONS

- Checklist is advertorial content compiled by Hurst Media Company Ltd who takes sole responsibility for the content, but is published by the newspaper.
- 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 editorial discretion. Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.
- 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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HURST MEDIA
The UK's trusted media partner