

Retirement TOP 10 *checklist*

10 TOP WAYS TO PREPARE FOR THE GOLDEN YEARS

(Eventual title will be chosen by Express.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH  **EXPRESS.co.uk**

Retirement Living Top 10 Checklist is a native feature of ten sponsored articles published on *express.co.uk*. It appears in content-relevant areas of the website and is promoted by way of circa 2.5 million ad-site traffic drivers [1]. The advertorial content is hosted perpetually on *express.co.uk* and includes individual links for the benefit of all ten advertising partners.

Express.co.uk reaches an audience of 12.4 million monthly unique visitors across their digital platforms. It's a mature audience, with over 82% being over the age of 35. This makes the **Retirement Living Top 10 Checklist** an invaluable guide to readers as they plan for and make the most of their retirement.

Curated by an experienced team of *express.co.uk* copywriters, the **Retirement Living Top 10 Checklist** showcases a high-quality selection of products and services ranging from financial and legal advice, activities and leisure, travel options, retirement properties and living, homecare and healthcare options.

Retirement Living Top 10 Checklist is the perfect shop window for brands and organisations seeking to benefit from both the robust editorial environment of *express.co.uk* and a readership which is highly sympathetic to the subject matter.

PARTICULARLY CONSIDERING

- 65% of *express.co.uk* readers are from the affluent ABC1 socio-economic category
- The average age at which people start to show a keen interest in retirement planning is 36 years old¹
- Almost 2 in 5 (40%) of those in England are now over 50 and around 1 in 5 (20%) are over 65²



SPONSORED ARTICLE EXAMPLE



Look after your estate

People add many things to their list of New Year's Resolutions, like joining a gym or finding a new job, but there's one very important thing which often gets overlooked and that is writing a Will.

If you don't have a Will the rules of intestacy will decide what happens to your estate and this means your property, possessions and money may not pass to who you'd want them to. Even if you already have a Will, when was the last time it was reviewed to make sure it still matches your personal circumstances?

Make writing a Will your New Year's Resolution and speak to a fully trained and insured Member of The Society of Will Writers to receive friendly, up-to-date, and professional advice.

Contact the office today on 01522 687 888 or visit www.willwriters.com/listing to find a member in your area.

[CLICK HERE TO SEE A PREVIOUS FEATURE](#)

RATE CARD

Sponsored article and banner package £9,000

Promoted by way of circa 2.5m ad-site traffic drivers: 1 sponsored article **2**, 1 MPU **3**, 1 billboard **4**, 1 mobile banner **5**, 1 leaderboard **6**

Competition Upgrade £1,000

DISTRIBUTION

- Published in content relevant areas and hosted on the *Express.co.uk* perpetually
- Promoted by way of circa 2.5m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

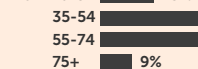
SOCIAL DEMOGRAPHIC



GENDER



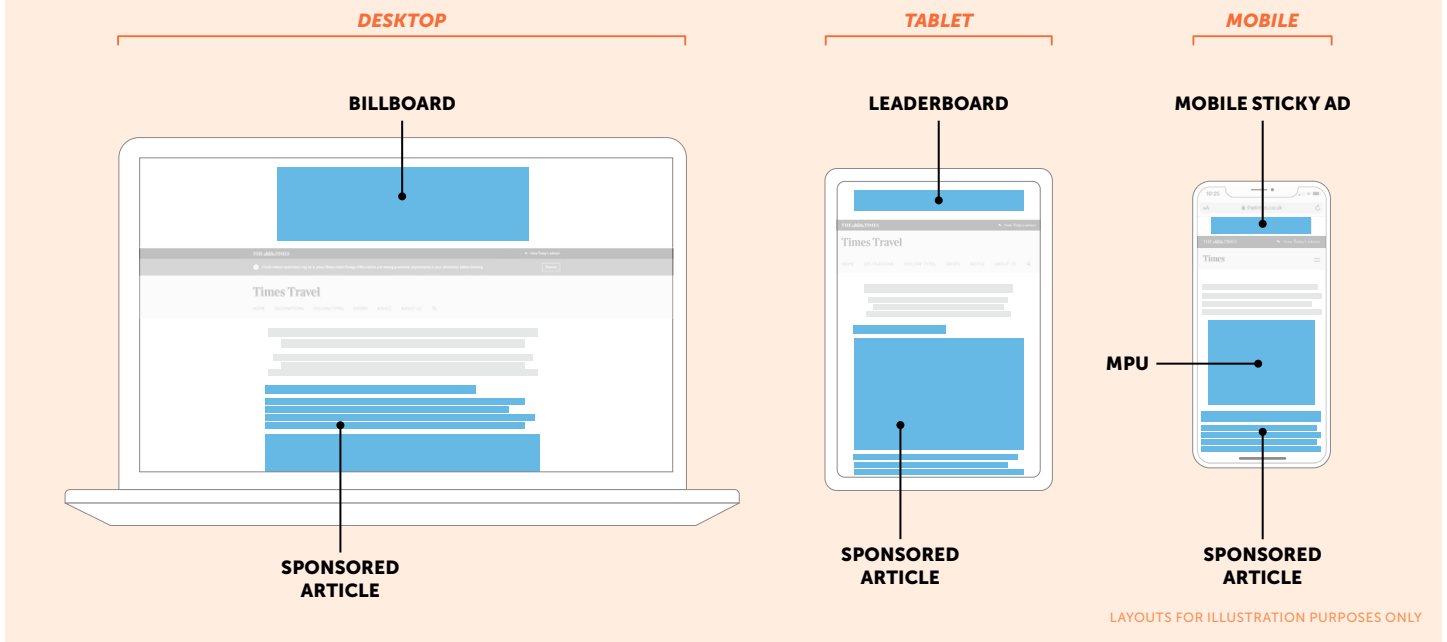
AGE



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

Sources: ReachPLC Retirement Voice Survey 2023
1 State of Ageing Survey 2023

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Express.co.uk*
- **Contact information:** Your website

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. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

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)

SKYSCRAPER

- Displays on tablet only
- **Size:** 120px (w) x 600px (h)

MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

MPU (MID PAGE UNIT)

- Displays on mobile only
- **Size:** 300px (w) x 250px (h)

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 *Express.co.uk*.
- Copy for advertorial features will be subedited by *Express.co.uk*'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

- Retirement Living Top 10 Checklist Top 10 Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *Express.co.uk*.
- 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 *Express.co.uk*'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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