

# Homes and Gardens

## TOP 10 *checklist* ✓

### TOP 10 INSPIRATIONS FOR THOSE LOOKING TO MOVE, IMPROVE OR MAKE A HOUSE A HOME

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

PUBLISHED WITH **METRO.co.uk**

**Homes & Gardens Top 10 Checklist** is a native feature of 10 sponsored articles published on the *Metro.co.uk* homepage. It initially appears in the first 10 articles of the sidebar ①. The advertorial content is hosted perpetually on the Lifestyle section and includes individual links for all 10 advertising partners.

Curated by an experienced team of *Metro.co.uk* copywriters, this native feature showcases a high-quality selection of 10 products and services, including indoor and outdoor furniture, gardening products, interior and exterior design ideas, smart appliances, energy saving products and more.

*Metro.co.uk* is a trusted source of information for the latest news and analysis. *Metro.co.uk* has 1.4 million daily unique visitors, with **Homes & Gardens Top 10 Checklist** thus serving as an essential guide for readers who buy a wide range of products. With 68% of their audience being ABC1 readers, *Metro.co.uk*'s affluent readership are willing to bring their homes and gardens ideas into reality. **Homes & Gardens Top 10 Checklist** serves as the essential guide for readers on the latest trends, inspirations and ways to increase the value of their homes through the power of home improvements.

**Homes & Gardens Top 10 Checklist** is the perfect shop window for brands and organisations looking to benefit from an impressionable audience accustomed to expert commentary from award-winning journalists. Featuring on *Metro.co.uk* presents an amazing opportunity to directly target a new and actively engaged reader.

#### PARTICULARLY CONSIDERING

- *Metro.co.uk* has the highest proportion of millennials of all newsbrand websites
- *Metro.co.uk*'s readers are an average age of 43.



**1.4m**  
daily unique visitors to *Metro.co.uk*

**68%**  
of *Metro.co.uk* readers are ABC1

**92%**  
of traffic to *Metro.co.uk* is via mobile devices or the app

#### SPONSORED ARTICLE EXAMPLE

##### A beautiful night's sleep



We spend about a third of our lives sleeping, so investing in a good bed is an absolute must. But looking around for an attractive bed can be hard work.

Not with Button & Sprung. This British company offer a fresh approach to buying a bed, combining stylish upholstered beds with a commitment to excellent customer service.

They have a diverse range of made-to-order frames on offer starting from just £545, which all come with 100 nights free returns, a 10-year guarantee and free delivery within roughly 65 miles of London, so buying a perfect bed has never been easier.

Whether you're after a classic divan or an ottoman storage bed, Button & Sprung can help you design your dream bed in one of over 100 exclusive fabrics. Plus, because they design, make and deliver the beds themselves, it's a speedy and great value service. So much so, in fact, that 99% of reviewers would recommend Button & Sprung.

**The Info:** Click here to find out more or call to speak to the team to get advice on bed or mattress buying on 0333 320 1801.

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

#### RATE CARD

##### Native package

Promoted on the sidebar of the *Metro.co.uk* homepage: ①

- 1 sponsored article ②
- 1 MPU ③
- 1 billboard ④
- 1 skyscraper ⑤
- 1 mobile banner ⑥

**£12,000**

#### DISTRIBUTION

- Promoted on the sidebar of the *Metro.co.uk* homepage for up to a month
- Published on *Metro.co.uk* perpetually
- Available nationwide

#### DEMOGRAPHICS

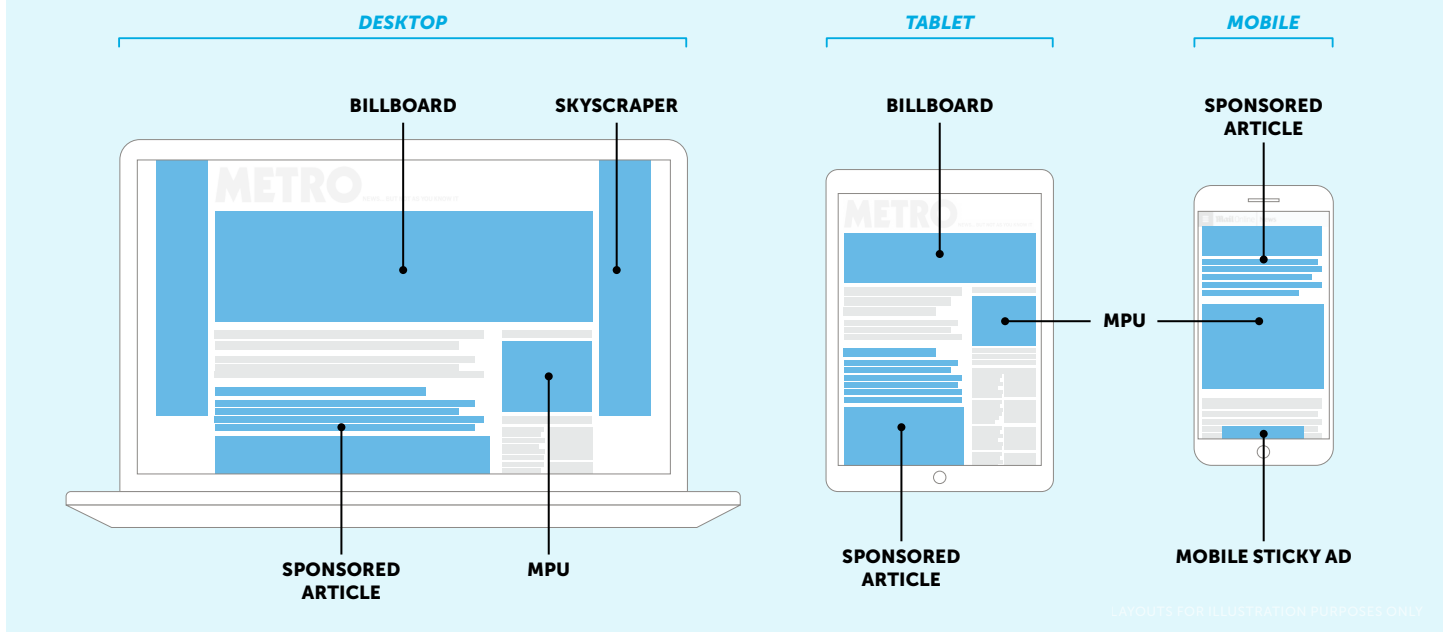
##### SOCIAL DEMOGRAPHIC



##### GENDER



## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out. On this brief client will tell *Metro* what they'd like the article to be about
- **Article word count:** 150 words

Editorial control of this features lies with *Metro*. Advertisers can request amends to the article, which will be subject to *Metro's* approval.

#### IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Format:** RGB JPEG or PNG

Images should be high quality images promoting your product or service, and should not contain additional graphics or logos.

### DISPLAY AD SPECS

#### BILLBOARD (desktop and tablet)

- **Size:** 970px (w) x 250px (h)

#### SKYSCRAPER (desktop only)

- **Size:** 120px (w) x 600px (h)

#### MPU (MID PAGE UNIT) (desktop, tablet and mobile)

- **Size:** 300px (w) x 250px (h)

#### MOBILE STICKY AD (mobile only)

- **Size:** 320px (w) x 50px (h)

All sizes are required.

## 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 *Metro.co.uk*.
- Copy for advertorial features will be subedited by *Metro.co.uk* 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 corrections or your approval to publish the feature.
- 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 time will be advised by the Production team.

### TERMS & CONDITIONS

- Homes & Interiors Top 10 Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *Metro.co.uk*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](http://hurstmediacompany.co.uk/hurst-media-advertising-terms).
- 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 *Metro.co.uk* editorial discretion.
- All copy, images, claims and promotions must adhere to the Advertising Standards Authority UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code).

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