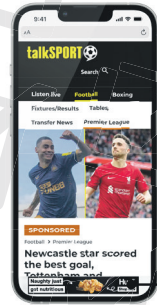


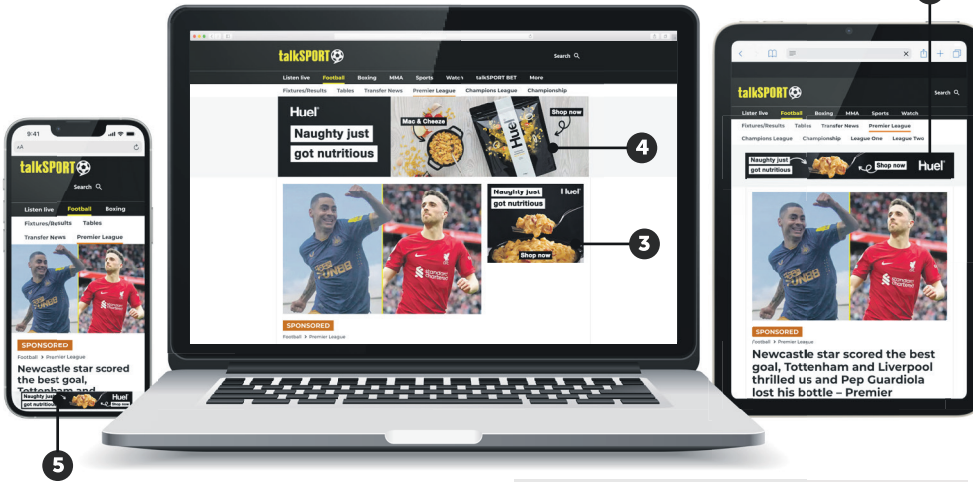
SOLUS NATIVE FEATURE

PUBLISHED WITH **talkSPORT**



1

PUTTING YOUR BRAND IN THE SPOTLIGHT



A solus native feature with *talkSPORT* is your brand's unique sponsored article published on *talksport.com*. It appears in content relevant locations across the website and selected social media channels by way of 1 million ad-site traffic drivers **1** – the advertorial content is hosted perpetually on *talkSPORT* and includes links for the benefit of one advertising partner.

Written by an experienced team of *talkSPORT* copywriters, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article. Featuring as a spotlight advertorial on *talkSPORT* creates the opportunity to appear on a trusted source of information for the latest sports news and analysis. With 8.1 million monthly unique users, *talkSPORT* boasts a vast audience. Furthermore, with 64% of ABC1 users, *talkSPORT*'s affluent audience are willing to spend more on products relevant to them.

A solus native feature is the perfect shop window for brands and organisations looking to benefit from an impressionable audience accustomed to expert commentary from award-winning journalists.

8.1m
monthly unique visitors to *talkSPORT*

64%
readers are ABC1

17.9m
page views in the UK

PARTICULARLY CONSIDERING

- There are 15.3m monthly global *talkSPORT* users
- 44% of readers are millennials
- *talkSPORT* readers are 86% male.

SPONSORED ARTICLE EXAMPLE

SPONSORED
Shopping

Meet your fitness goals head o

Find the new you!

Crossing over into the new year, many are inspired to self-improve. For inspiration you can rely on, Technogym's solutions offer a personalised wellness gift to help you achieve your goals.

For those who enjoy alternating bodyweight exercises and workouts with accessories, Technogym Bench is the all-inclusive functional training solution designed to combine the greatest variety of exercises with the smallest possible footprint. It allows you to perform a wide range of resistance, strength and core-training exercises in a limited space, thanks to its innovative design and included tools.

For running enthusiasts who want to keep running even during the cold winter months, Technogym Run is one of the quietest and lowest consumption treadmills ever, offering a wide variety of on-demand workout modes and programs – including trainer-led sessions, routines that follow specific objectives, as well as virtual immersive outdoor workouts that adapt to users' speed and adjust the incline according to the chosen route.

To schedule a complimentary interior design consultation to create the wellness space of your dreams, visit [technogym.com](https://www.technogym.com) or call 0800 316 2496.

RATE CARD

Sponsored article and banner package £18,750

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 in content relevant areas and hosted on *talkSPORT* perpetually
- Each solus article is promoted by way of 1 million traffic drivers*
- Available nationwide

DEMOGRAPHICS

GENDER	AGE	PERCENTAGE
M	15-24	8%
	25-34	22.13%
	35-44	22.43%
	45-54	21.51%
	55+	25.93%
F		14%

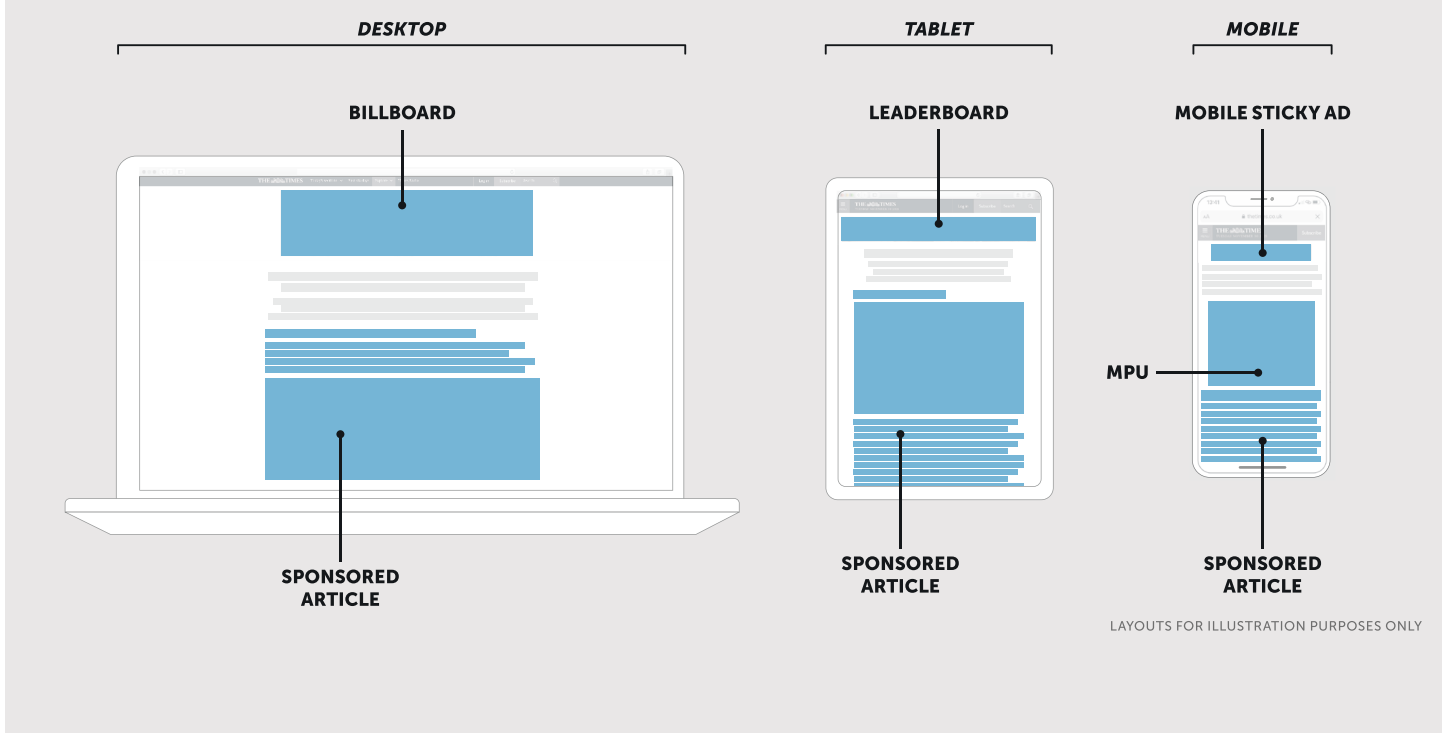
KEY TARGET AUDIENCE

Men aged 25 and up

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

*All ad-site drivers are dictated by Times algorithms, promoted at News UK's discretion

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 500 words
- **Headline:** Written by *talkSPORT*
- **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. You can supply 2-3 images. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

DISPLAY ADS 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)

DOUBLE MPU

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 600px (h)

RIGHT AND LEFT SKINS*

*Skins are optional. If you're supplying your own display ads, let Production know so they can provide the relevant specs and examples.

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 PROCESS

- After receiving your content, Hurst Media Company will review and forward to *talkSPORT*.
- Copy for advertorials will be subedited by *talkSPORT*'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

- Checklist takes sole responsibility for the advertorial content that is published on *talkSPORT*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available here: 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 *talkSPORT*'s 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).

CONTACT DETAILS

Hurst Media Company
1 Phipp Street
London, EC2A 4PS

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

