

# Family

## TOP 10 *checklist* ✓

### IDEAS TO MAKE YOUR FAMILY LIFE JUST THAT BIT EASIER

(Eventual title will be chosen by the OK! Magazine on the basis of SEO score to drive highest traffic, engagement and searchability)

PUBLISHED WITH **OK!**.co.uk

**Family Top 10 Checklist** is a native feature of ten sponsored articles published on **OK.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 **OK.co.uk** and includes individual links for the benefit of all ten advertising partners.

**OK.co.uk** reaches an audience of 6.7 million monthly unique visitors across their digital platforms. The site boasts an affluent female audience: 67% female and 60% who are ABC1. Thanks to first rate content by some of the most respected journalists, **Family Top 10 Checklist** serves as the essential guide to help parents make the best choices available for their children.

Curated by an experienced team of **OK.co.uk** copywriters, **Family Top 10 Checklist** showcases a high quality selection of 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 family finances.

**Family Top 10 Checklist** is the perfect shop window for brands and organisations looking to benefit from **OK.co.uk**'s sympathetic editorial environment reaching an affluent, engaged and influential ABC1 audience who are highly susceptible and confident in making their buying decisions.

#### PARTICULARLY CONSIDERING

- 85% of **OK.co.uk** readers are main shoppers
- 38% are parents with children under 18
- 67% of **OK.co.uk** readers are female.



**6.7m**  
monthly unique visitors to **OK.co.uk**

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**85%**  
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#### SPONSORED ARTICLE EXAMPLE

##### Eco-friendly wipes for your bundle of joy



All new parents need a stash of wet wipes in their arsenal for those expected (and more importantly unexpected!) moments.

However, the average wet wipe can be full of plastics, meaning that when they do eventually breakdown, they can leak microplastics into our environment. With WaterWipes, however, every pack used saves the equivalent of six single-use plastic carrier bags.

WaterWipes are the world's purest baby wipes, and are now 100% biodegradable. This means they are fully compostable and only take 12 weeks to decompose.

They also contain only two ingredients, 99.9% water and a drop of fruit extract, making them super gentle on sensitive young skin. They are also proven to be purer than cotton wool and water, so they're suitable for premature and newborn skin too.

**The Info:** Click here to find out more. Available in the UK and Ireland from January 2021.

[CLICK HERE TO SEE AN EXAMPLE](#)

#### RATE CARD

##### Sponsored article and banner package **£9,000**

- 1** 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 **OK.co.uk** perpetually
- Promoted by way of circa 2.5m ad-site traffic drivers
- Available nationwide

#### DEMOGRAPHICS

##### SOCIAL DEMOGRAPHIC

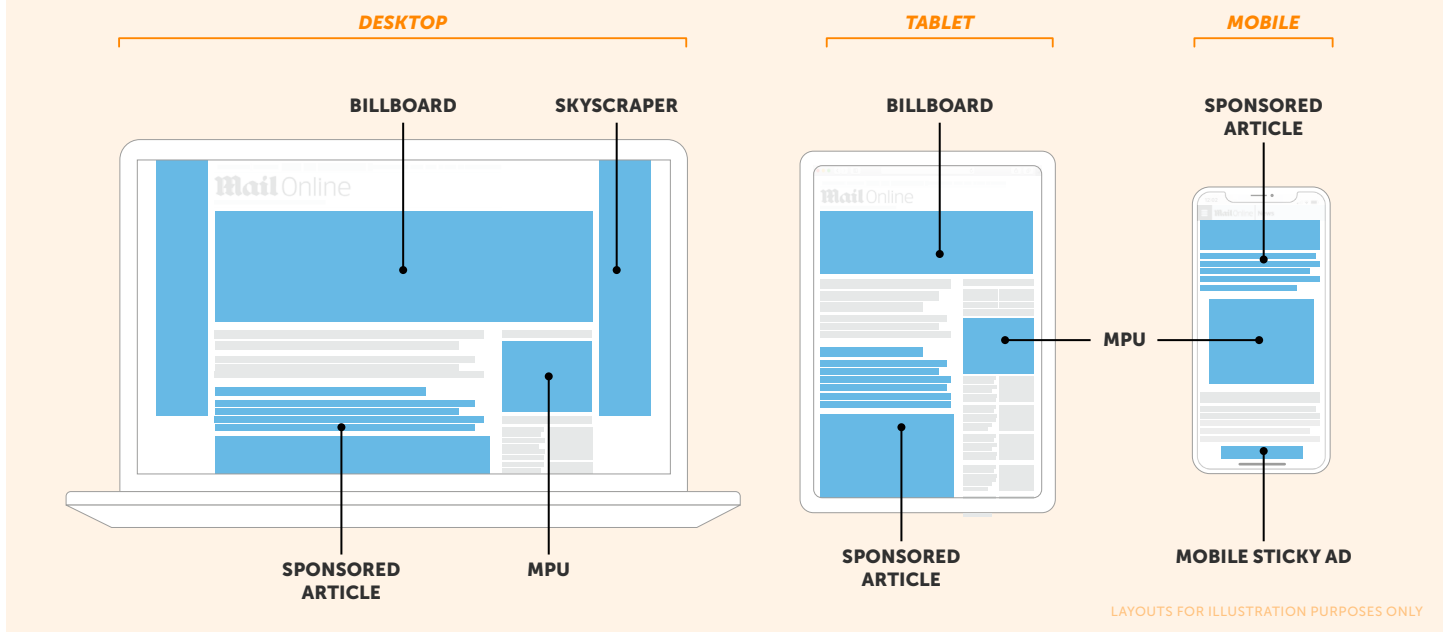


##### GENDER



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

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by OK! Magazine
- **Article word count:** 150 words

#### IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by OK.co.uk
- **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 an MP4 file (16:9 ratio, 30" recommended length).

### DISPLAY AD SPECS

#### BILLBOARD

- Displays on desktop and tablet
- **Size:** 970px (w) x 250px (h)

#### SKYSCRAPER

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

#### MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

#### MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (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](mailto:production@hurstmediacompany.co.uk)

### CREATION, PROOFING & APPROVAL

#### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to [OK.co.uk](http://OK.co.uk).
- Copy for advertorial features will be subedited by *OK! Magazine'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 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 is required within 72 hours, unless advised otherwise.

### TERMS & CONDITIONS

- Family Top 10 Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on [OK.co.uk](http://OK.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 *OK! Magazine'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](#).