

# Motoring TOP 10 *checklist* ✓

## 10 TOP BRANDS TO KEEP YOU ON THE ROAD

(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**

Motoring Top 10 Checklist is a native feature of 10 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 10 advertising partners.

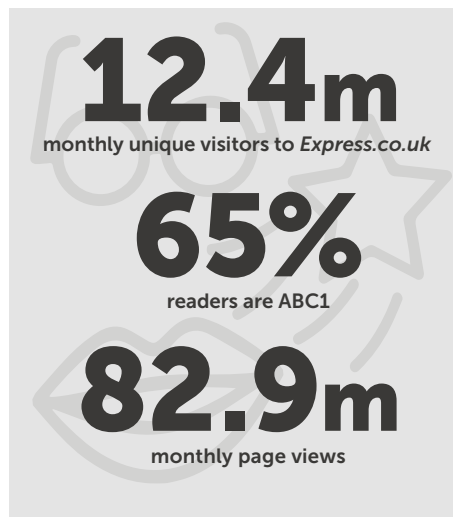
*Express.co.uk* reaches an audience of 12.4 million monthly unique visitors across their digital platforms. Thanks to first-rate content by some of the most respected motoring journalists, *Express.co.uk* is the perfect vehicle for showcasing Motoring Top 10 Checklist, which will serve as an essential guide for readers to discover more about the glamorous world of cars.

Curated by an experienced team of *Express.co.uk* copywriters, Motoring Top 10 Checklist showcases a high-quality selection of 10 top products and services, including classic car auctions, dealerships, insurance, mechanics, rentals, leasing options, maintenance, paint jobs, and much more.

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

### PARTICULARLY CONSIDERING

- 81% of readers are the main shopper of their household
- 32% of *Express.co.uk* readers are parents of under 18s
- 65% of readers are in the ABC1 socio-economic group.



### SPONSORED ARTICLE EXAMPLE

#### A road trip to remember



There's nothing quite as thrilling as the open road - the possibilities opening up ahead, as you drive through stunning landscapes and awe-inspiring scenery.

And now the road trip goes luxe thanks to Ultimate Driving Tours. This award-winning tour operator specialises in supercar driving holidays, where adventure is around every corner.

This autumn UDT will be hosting a series of fabulous Supercar Tours and Self-Guided Holidays in Provence and Tuscany where guests will drive a series of the world's most exciting cars on planned and tested routes designed to maximise the thrill.

But the excitement doesn't end there.

Each UDT adventure includes unique accommodation (think castles, mountain-top hotels and private villas), fine dining and exclusive experiences you'll never forget.

Plus, MailOnline readers can access an exclusive complimentary upgrade to their tour, when they confirm their experience before August 31st.

So why not set off on a journey of discovery that'll create memories to last a lifetime?

[CLICK HERE TO SEE A PREVIOUS MOTORING 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**

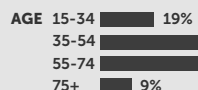
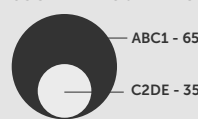
**Competition Upgrade £1,000**

### 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

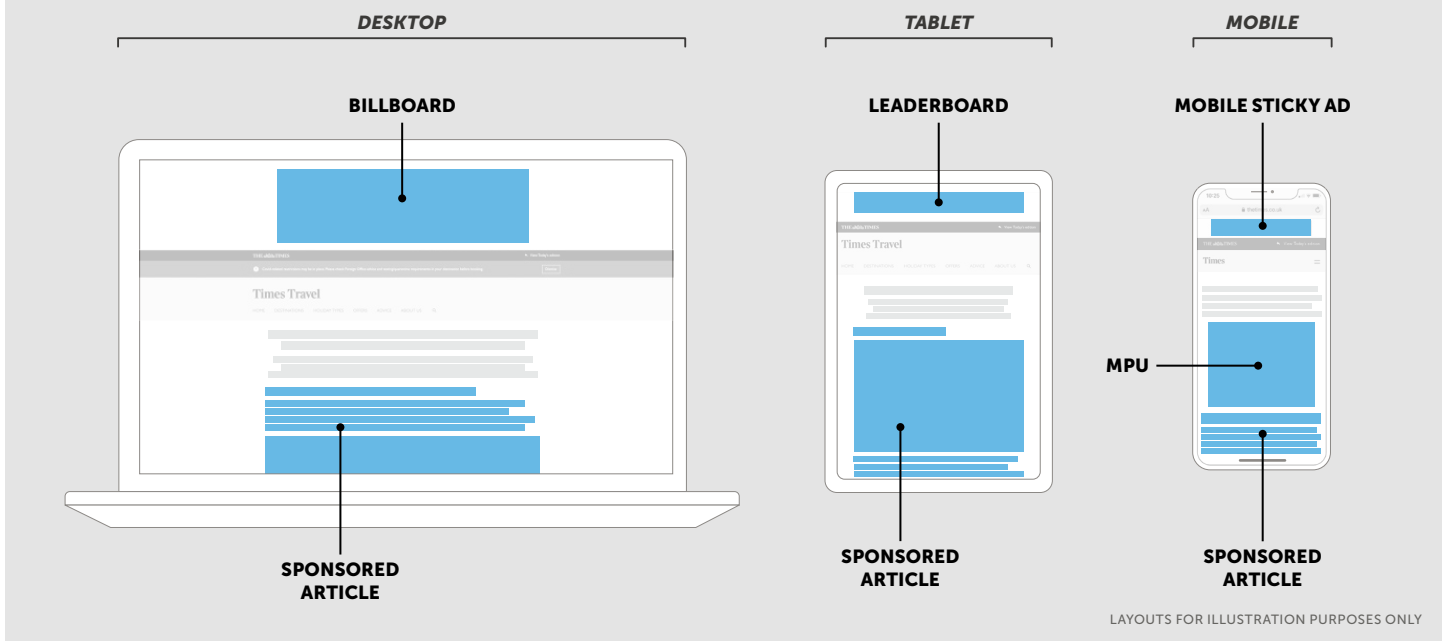


#### GENDER



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

## 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](mailto: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

- Motoring & Transport 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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