

Travel, Days Out and Attractions TOP 5 *checklist*

ITCHING TO GET OUT AND ABOUT? THESE 5 TOP EXPERIENCES WILL INSPIRE YOUR NEXT GETAWAY OR BIG DAY OUT
(Eventual title will be chosen by the Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH **THE Sun** ONLINE

Travel, Days Out & Attractions Top 5 Checklist is a native feature of five sponsored articles published on *The Sun Online*. It appears in content relevant areas of the website **1** and is promoted by way of 5 million ad-site traffic drivers – the advertorial content is hosted perpetually on the popular *Travel* section of *The Sun Online* and includes individual links for the benefit of all five advertising partners.

The Sun Online is one of the UK's top digital newsbrands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 62% of readers who are ABC1. **Travel, Days Out & Attractions Top 5 Checklist** serves as the essential guide to help those interested in getting value for their money, particularly so when it comes to holidays and days out.

Curated by an experienced team of *The Sun Online* copywriters, **Travel, Days Out & Attractions Top 5 Checklist** showcases a high-quality selection of ten top products and services, ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.

Travel, Days Out & Attractions Top 5 Checklist is the perfect shop window for brands and organisations looking to benefit from *The Sun Online*'s robust editorial environment, a mass readership focused on family days out, travel and attractions, and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- 404,000 readers have a family income over £50k
- 54% of readers say they enjoy planning holidays
- *Sun* readers are twice as likely to own a holiday home.



37m
monthly unique visitors to *Sun Online*

62%
of readers are ABC1

24m
is the average time spent
reading *Sun Online*

SPONSORED ARTICLE EXAMPLE



Kennedy Space Center Visitor Complex

Mankind's exploration of our solar system has been a source of fascination for generations. Located on Florida's Space Coast, under an hour from Orlando, Kennedy Space Center Visitor Complex brings to life the epic story of the space race.

Throughout its long history, the spaceport has played a significant part, including launching the first American astronaut during the Apollo programme.

A full day of fun and inspiration awaits visitors to the complex, including the Heroes & Legends exhibition, featuring the US Astronaut Hall of Fame, breathtaking IMAX films and the immersive experience Planet Play.

Visitors can also enjoy the thrilling new Gateway: The Deep Space Launch Complex, which explores the future of interplanetary travel - and with several rocket launches planned during 2024 and beyond, you may even get to see one first hand.

Plan your visit at kennedyspacecenter.com and join the journey on [Instagram](https://www.instagram.com/kennedyspacecenter)

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

RATE CARD

Sponsored article and banner package **£15,000**

Promoted by way of 5m ad-site traffic drivers:

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

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

DISTRIBUTION

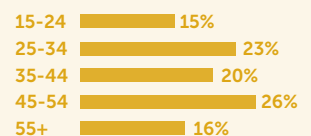
- Published in content relevant areas and hosted on the *Sun Online* perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun content via Apple News **7**
- Available nationwide

DEMOGRAPHICS

GENDER



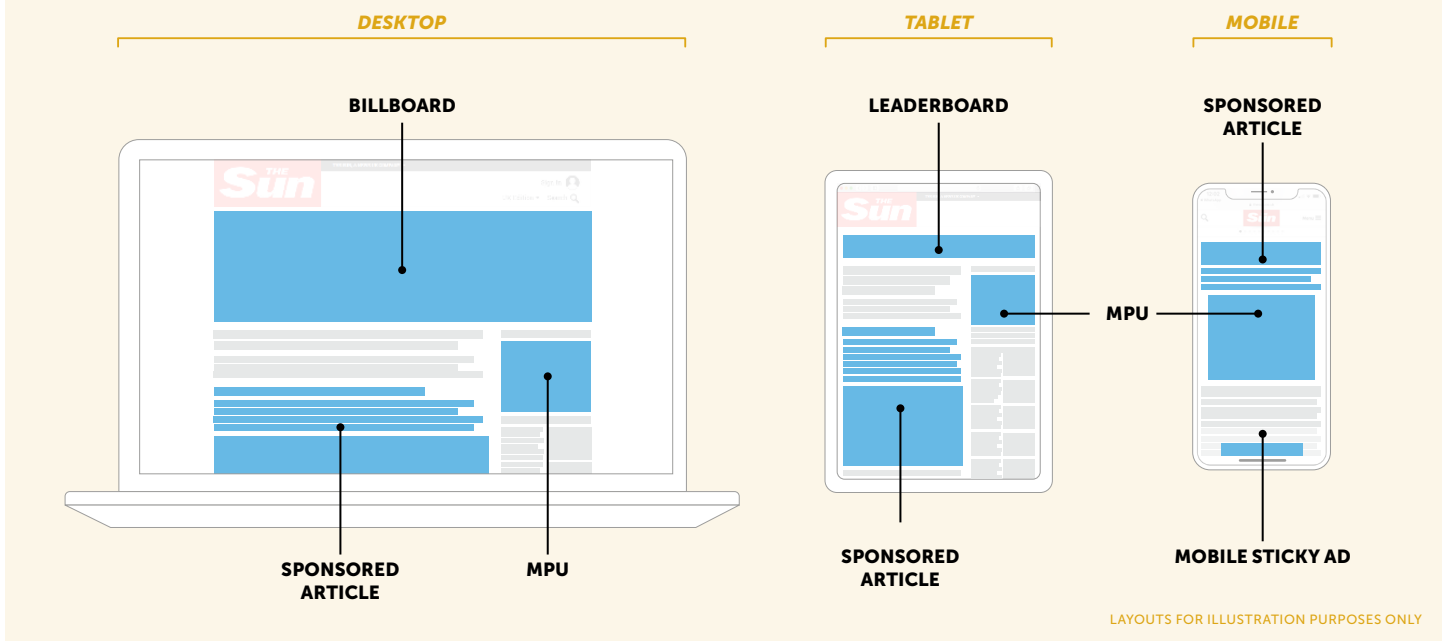
AGE



KEY TARGET AUDIENCE

18-34 year olds (9.5M UK Millennials)

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Sun Online*
- **Call to action:** Your website

VIDEO SPECIFICATION

- **Format:** Vimeo or MP4 file*
- **Duration:** 30 seconds recommended (maximum 60 seconds)

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.

*The *Sun* website uses an ad platform which automatically inserts ads that might be shown before the video starts.

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)

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)

Maximum file size: 50kb

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 *Sun Online*.
- Copy for advertorial features will be written by *Sun Online*'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

- 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 *Sun Online*'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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