

Travel TOP 5 *checklist*

FEELING THE TRAVEL BUG? THESE 5 TOP BRANDS WILL HELP YOU GET HOLIDAY BODY READY
(Eventual title will be chosen by The Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH  **ONLINE**

Travel Top 5 Checklist is a native feature of 5 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 5 advertising partners.

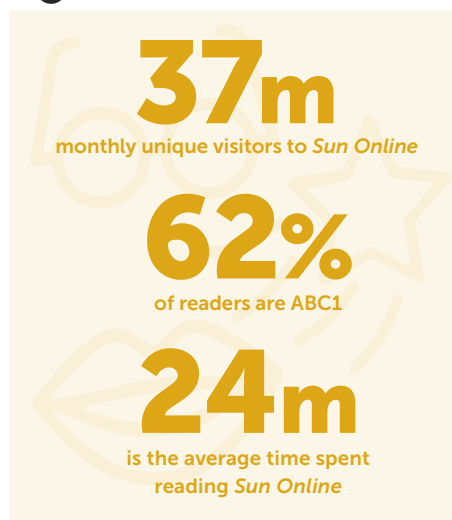
The Sun Online is one of the UK's top digital newsbrands, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 62% of readers in the ABC1 social demographic. **Travel Top 5 Checklist** serves as the essential guide to help those seeking to look their best in time for the sunny season.

Curated by an experienced team of *The Sun Online* copywriters, **Travel Top 5 Checklist** showcases a high-quality selection of 5 top products and services including beauty and tanning must-haves, swimwear, sun protection, clothing, teeth whitening, haircare, and much more.

Travel 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 summer travel, and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- £4.4 billion was spent on holidays by *Sun* readers over 12 months
- Some 404,000 *Sun* readers have a family income over £50k
- 54% of readers say they enjoy planning holidays
- The Sun* readers are twice as likely to own a holiday home.



SPONSORED ARTICLE EXAMPLE

How do you plan the perfect family-friendly holidays?



Our holiday plans may have been disrupted, but that doesn't mean we can't dream of future adventures. If you're planning to go away as a family, **TWISPER** might prove to be your ideal travelling companion.

This free social travel app helps mums and dads find family-friendly destinations across the world. When you download it, you can build your own network of friends and fellow parents to see their recommendations, so you can find the tried and tested places your family will love.

It's not just cities and countries **TWISPER** can help with, though. This app also collates information about the best restaurants, bars and hotels for family groups using feedback from its users, so you can properly plan your entire getaway without any nasty surprises.

[Click here to find more about TWISPER, and download for free on iOS App Store and Google Play](#)

CLICK HERE TO SEE A LIVE FEATURE

RATE CARD

Sponsored article and banner package £12,000

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

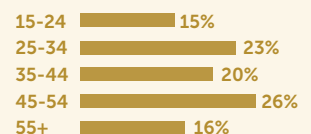
- Published on the *Sun Online* homepage and hosted on the *Travel* section perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun content via Apple News **7**
- Available nationwide

DEMOGRAPHICS

GENDER



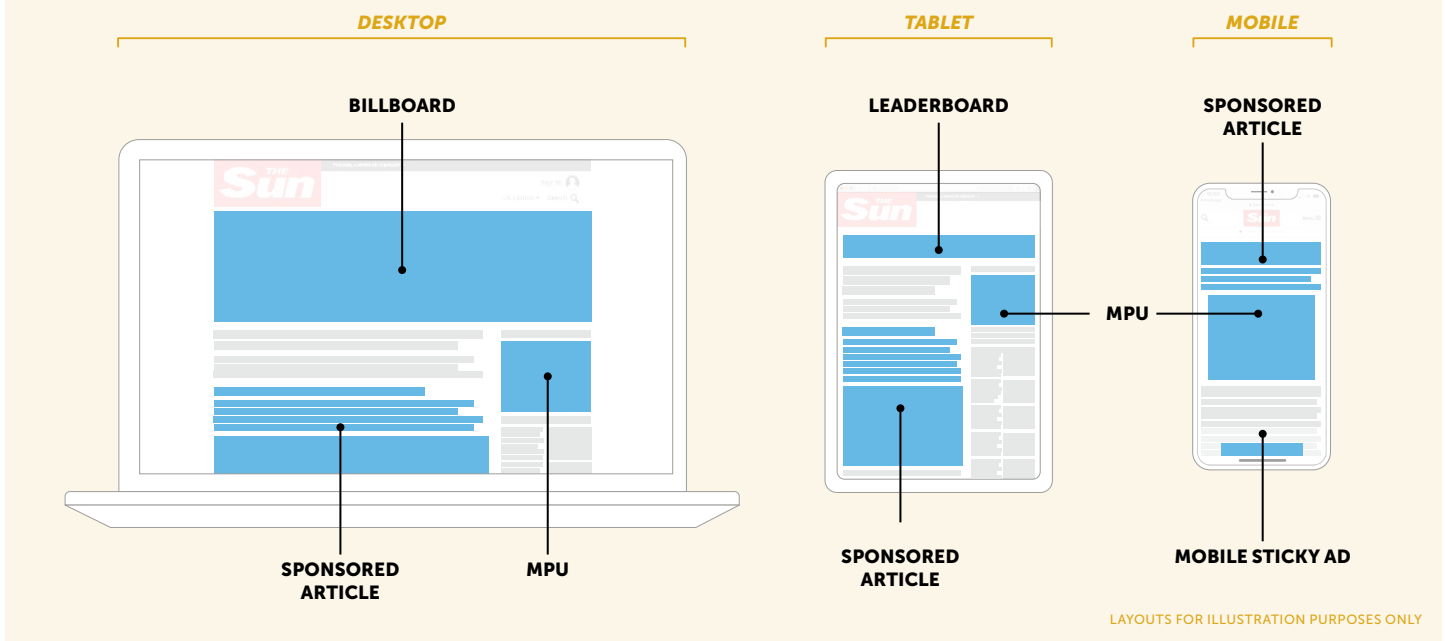
AGE



SOCIAL DEMOGRAPHIC



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)

Maximum file size: 50kb

MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **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

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 subedited 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

- Travel Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *Sun Online*.
- 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](#).

CONTACT DETAILS

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