

Health, Beauty & Fashion

TOP FIVE SECRETS

WANT TO LOOK GOOD AND LIVE BETTER? THESE ARE FIVE BRANDS THAT WILL HELP YOU FEEL AND LOOK YOUR BEST

(Eventual title will be chosen by Metro.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)

PUBLISHED WITH METRO.co.uk

Health, Beauty and Fashion Top Five Secrets is a native feature of five sponsored articles published on the *Metro.co.uk* homepage. It initially appears in the sidebar **1**. The advertorial content is hosted perpetually on *Metro.co.uk* and includes individual links for all five advertising partners.

Metro.co.uk is a trusted source of information for the latest news and analysis. *Metro.co.uk* has 1.2 million daily unique visitors, therefore **Health, Beauty and Fashion Top Five Secrets** serves as an essential guide for readers who buy a wide range of products. Furthermore, with 68% of ABC1 readers, *Metro.co.uk*'s affluent readership are willing to spend more to ensure they take utmost care of their bodies.

Health, Beauty and Fashion Top Five Secrets showcases a high-quality selection of products and services, including over-the-counter remedies, physiotherapy clinics, nutrition aids, grooming products, anti-aging solutions, mobility options, alternative therapies, diet and fitness solutions, athletic footwear and more.

Health, Beauty and Fashion Top Five Secrets is the perfect shop window for brands and organisations looking to benefit from an impressionable audience accustomed to expert commentary from award-winning journalists. Featuring on *Metro.co.uk* presents an amazing opportunity to directly target a new and actively engaged reader.

PARTICULARLY CONSIDERING

- *Metro.co.uk* has the highest proportion of millennials of all newsbrand websites
- 41% of *Metro.co.uk*'s readers are over the age of 45.



1.2m
daily unique visitors to *Metro.co.uk*

68%
of *Metro.co.uk* readers are ABC1

92%
of traffic to *Metro.co.uk* is via mobile devices or the app

SPONSORED ARTICLE EXAMPLE

2

Vitamins with a personal touch

Everyone is different, and when it comes to our health, understanding the individual needs we all have is key to ensuring our bodies and minds are as happy as can be.

A fit with customers on Facebook and Twitter, these award-winning supplements are tailor-made to offer the right nutrition for you, so you can get exactly the vitamins and minerals your body needs. All you need to do is fill out a short questionnaire where 'Youthful's' in-house nutritionists make a recommendation of the key ingredients to help you enhance your lifestyle and boost your goals.

When you submit your order for a month's supply, your individualised vitamin and sugar-free guarantee will be 3D printed and delivered directly to your door in plastic-free packaging, so you can be healthy while being kind to the environment too.

Click next to complete your questionnaire and use discount code **CHECKLIST20** to get 20% off your first order.

CLICK HERE TO SEE A LIVE METRO.CO.UK FEATURE

RATE CARD

Native package

Promoted on the sidebar of the *Metro.co.uk* homepage: **1**

- 1 sponsored article **2**
- 1 MPU **3**
- 1 billboard **4**
- 1 skyscraper **5**
- 1 mobile banner **6**

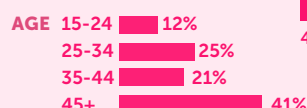
£12,000

DISTRIBUTION

- Promoted on the sidebar of the *Metro.co.uk* homepage for up to a month
- Published on *Metro.co.uk* perpetually
- Available nationwide
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS

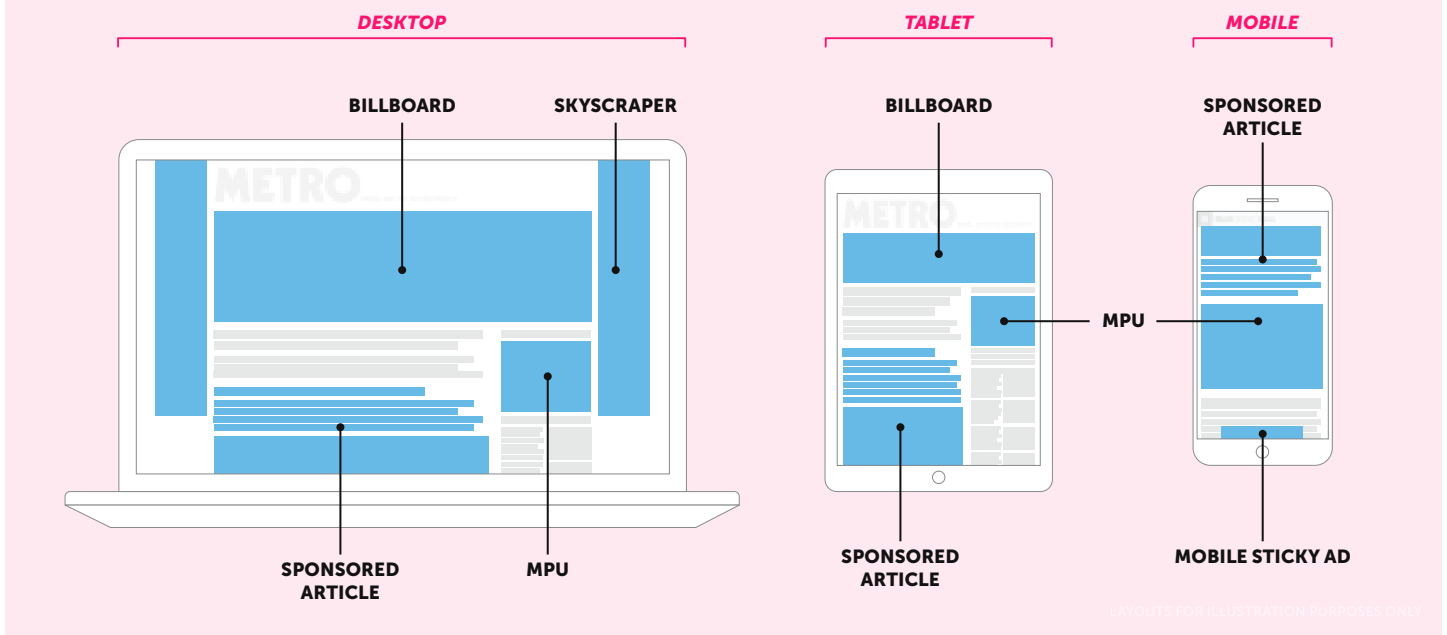
SOCIAL DEMOGRAPHIC



GENDER



ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out. On this brief client will tell *Metro* what they'd like the article to be about
- **Article word count:** 150 words

Editorial control of this features lies with *Metro*. Advertisers can request amends to the article, which will be subject to *Metro*'s approval.

IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Format:** RGB JPEG or PNG

Images should be high quality images promoting your product or service, and should not contain additional graphics or logos.

DISPLAY AD SPECS

BILLBOARD (desktop and tablet)

- **Size:** 970px (w) x 250px (h)

SKYSCRAPER (desktop only)

- **Size:** 120px (w) x 600px (h)

MPU (MID PAGE UNIT) (desktop, tablet and mobile)

- **Size:** 300px (w) x 250px (h)

MOBILE STICKY AD (mobile only)

- **Size:** 320px (w) x 50px (h)

All sizes are required.

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 *Metro.co.uk*.
- Copy for advertorial features will be subedited by *Metro.co.uk* 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 time will be advised by the Production team.

TERMS & CONDITIONS

- Health, Beauty & Fashion Top 5 Secrets is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *Metro.co.uk*.
- 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 *Metro.co.uk* 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
United House, North Road
N7 9DP

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

