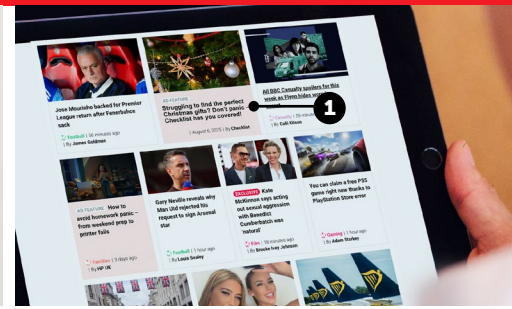
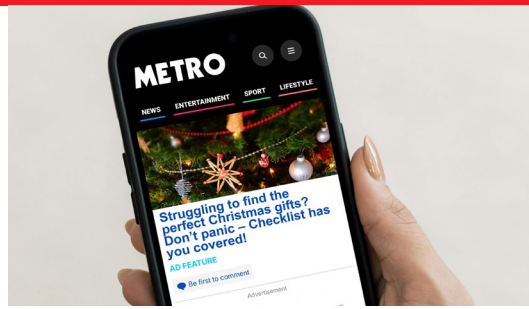


# Christmas TOP 10 *checklist* ✓

LOOKING FOR CHRISTMAS INSPIRATION? THESE ARE THE TOP 10 BRANDS THAT WILL GET YOU INTO THE FESTIVE SPIRIT  
(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**

iab europe

The **Christmas Top 10 Checklist** is a native feature of ten sponsored articles published on the *Metro.co.uk* homepage. It initially appears in the first ten articles of the sidebar **1**. The advertorial content is hosted perpetually on the Lifestyle section and includes individual links for the benefit of all ten advertising partners.

*Metro.co.uk* is a trusted source of information for the latest news and analysis. *Metro.co.uk* has 1.4 million daily unique visitors, therefore the **Christmas Top 10 Checklist** 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 that their family and loved ones only get the best.

The **Christmas Top 10 Checklist** showcases a high-quality selection of products and services to suit all tastes and ages, ranging from Christmas markets and fairs, indulgent foods, celebratory tipples, decorations and crackers, fantastic gifts as well as winter fashion and seasonal travel options.

The **Christmas Top 10 Checklist** 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.



**1.4m**  
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

Festive delicacies infused with juniper



Award-winning gin distillers Silent Pool Gin have a range of fabulous products for the festive season – including their signature gin and some tasty treats.

Silent Pool have collaborated with Colin Valley Smokehouse to create a gin-infused smoked salmon. With salmon from the cold waters of the North Atlantic, accentuated with flavours of the Kaffir lime and juniper berry within the gin, results in a salmon bursting with unique flavour.

No gin lover's Christmas would be complete without the Silent Pool Gin Ultimate Christmas crackers. Each beautifully crafted teal and copper cracker contains a 5cl bottle of award-winning Silent Pool Gin, together with the Christmas cracker classics.

Silent Pool Liquid Gin garnishes are the ideal stocking filler for the cocktail lover this season. Choose from three distinct flavours: Kaffir Lime, Bergamot Orange and Christmas Spirit. Then, spray them onto cocktails to give them a festive makeover.

[Click here](#) for the full list of Silent Pool's festive products.

EXAMPLES FOR ILLUSTRATION PURPOSES ONLY

[CLICK HERE TO SEE A LIVE METRO.CO.UK FEATURE](#)

## RATE CARD

### Native package **£10,800**

Promoted on the sidebar of the *Metro.co.uk* homepage and then by 10 million ad-site traffic drivers

x1 MPU **2**, x1 billboard **3**, x1 skyscraper **4**,  
x1 mobile banner **5**, x1 leaderboard **6**,  
x1 sponsored content **7**

**Video Upgrade £1,000 | Competition Upgrade £1000**

## DISTRIBUTION

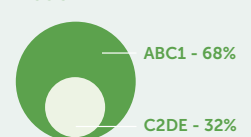
- Promoted on the sidebar of the *Metro.co.uk* homepage for up to a month
- Published on *Metro.co.uk* perpetually
- Available nationwide

## DEMOGRAPHICS

### GENDER



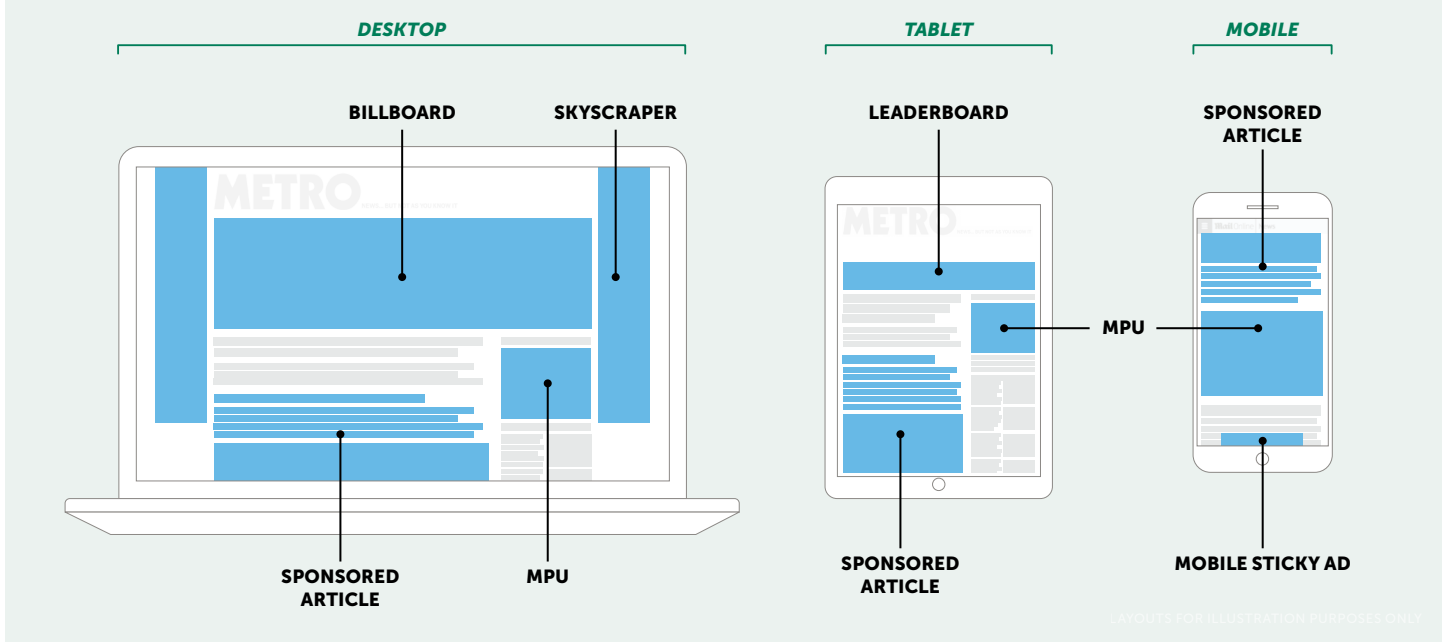
### SOCIAL



### AVERAGE AGE: 47



## 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

- 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)

#### LEADERBOARD

- Displays on desktop and tablet
- **Size:** 728px (w) x 90px (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 *Metro.co.uk*.
- Copy for advertorial features will be written 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

- All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](http://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).