

Weddings TOP 5 checklist

5 WEDDING MUST-HAVES FOR A MEMORABLE CELEBRATION

(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

The **Weddings Top 5 Checklist** is a native feature of five sponsored articles published on the *Metro.co.uk* homepage. Initially appearing in the sidebar **1**, the advertorial content is hosted perpetually on *Metro.co.uk* and includes individual links for the benefit of all five advertising partners.

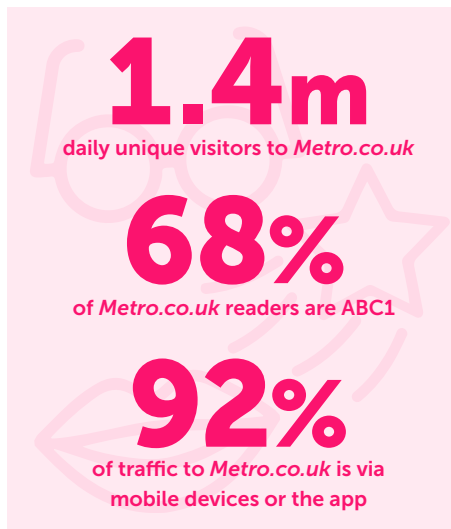
Metro.co.uk is a trusted source of information for the latest news and analysis. With 1.4 million daily unique visitors, the **Weddings Top 5 Checklist** serves as an essential guide for readers who believe it is worth investing more on unique, quality services and products to make their wedding day an unforgettable event....and with an audience that is 68% ABC1, *Metro.co.uk*'s affluent readership are willing to spend more to ensure that they get only the best.

Curated by an experienced team of *Metro.co.uk* copywriters, The **Weddings Top 5 Checklist** guides couples to a selection of high-quality products and services to help them design every facet of their day, from cakes, dresses, venues, wedding planners and photographers to car hire, DJs, caterers, florists, honeymoon destinations and more.

The **Weddings Top 5 Checklist** is the perfect shop window for brands and organisations looking to benefit from both *Metro.co.uk*'s robust editorial environment and an impressionable audience accustomed to expert commentary from award-winning journalists. Featuring on *Metro.co.uk* presents an amazing opportunity to directly target affluent brides and grooms who are willing to spend a little extra to make sure their romantic visions come to life.

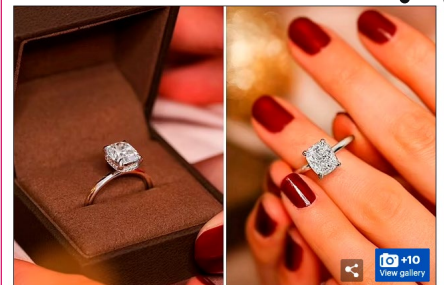


iab.europe



SPONSORED ARTICLE EXAMPLE

The most romantic time of the year!



Browns specialise in traditional diamonds as well as their all-new Lab Grown Diamond, a gorgeous alternative which takes considerably less energy to produce than digging for the natural kind. Rest assured that you'll still be able to guarantee the origin of your diamond and it will come fully certified as standard. What's more, lab-grown is equally as breathtaking as any other kind of diamond - and they are typically 20-30% cheaper than their natural counterparts!

Discover the huge range of gorgeous engagement rings Browns Family Jewellers have to offer this Christmas. Their concierge team is also able to discuss bespoke requirements to ensure your proposal will be unforgettable.

The Info: [Click here](#) to find out more and use discount code **CHECKLIST** to get a **FREE** pair of aquamarine earrings with any order over £250.

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

RATE CARD

Native package £12,000

Promoted on the sidebar of the *Metro.co.uk* homepage and then by 5 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



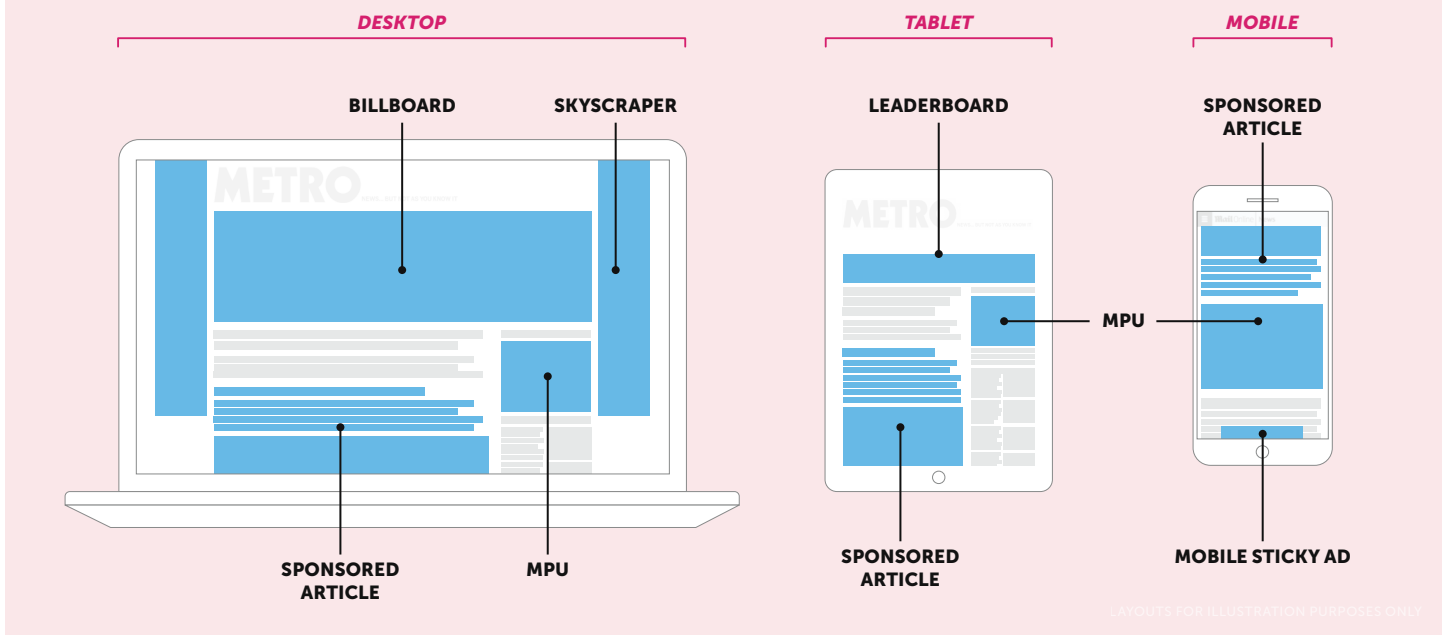
SOCIAL



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

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.
- 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).