

# 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 Mirror.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH THE **Mirror**.CO.UK

iab.europe

The Christmas Top 10 Checklist is a native feature of ten sponsored articles published on the Mirror.co.uk. It appears in content relevant areas of the website and is promoted by way of circa 2.5 million ad-site traffic drivers <sup>1</sup> – the advertorial content is hosted perpetually on Mirror.co.uk and includes individual links for the benefit of all ten advertising partners.

Curated by an experienced team of Mirror.co.uk copywriters, this native feature showcases a high quality selection of top ten products and services, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

Mirror.co.uk is one of the UK's leading digital newsbrands, with more than 21 million monthly unique visitors. With 60% of readers who are ABC1, 75% who are Main Shoppers and 36% who are Parents of Under 18s, Christmas Top 10 Checklist serves as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holidays.

Christmas Top 10 Checklist is the perfect shop window for brands and organisations looking to benefit from Mirror.co.uk's robust editorial environment, a mass readership who are concerned about preparing for the festive season and crucially the gravitas of being featured on one of the UK's most popular news websites.



174m

monthly page views

60%

of readers are ABC1

75%

are the main shoppers

## 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, accented 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.

CLICK HERE TO SEE A LIVE FEATURE

## RATE CARD

**Sponsored article and banner package £9,000**

Promoted by way of 2.5m ad-site traffic drivers:  
1 sponsored article <sup>2</sup>, 1 MPU <sup>3</sup>, 1 billboard <sup>4</sup>,  
1 mobile banner <sup>5</sup>, 1 leaderboard <sup>6</sup>

**Competition Upgrade £1,000**

## DISTRIBUTION

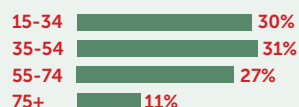
- Published in content relevant areas and hosted on Mirror.co.uk perpetually
- Promoted by way of circa 2.5m ad-site traffic drivers
- Available nationwide

## DEMOGRAPHICS

### GENDER



### AGE



### SOCIAL DEMOGRAPHIC

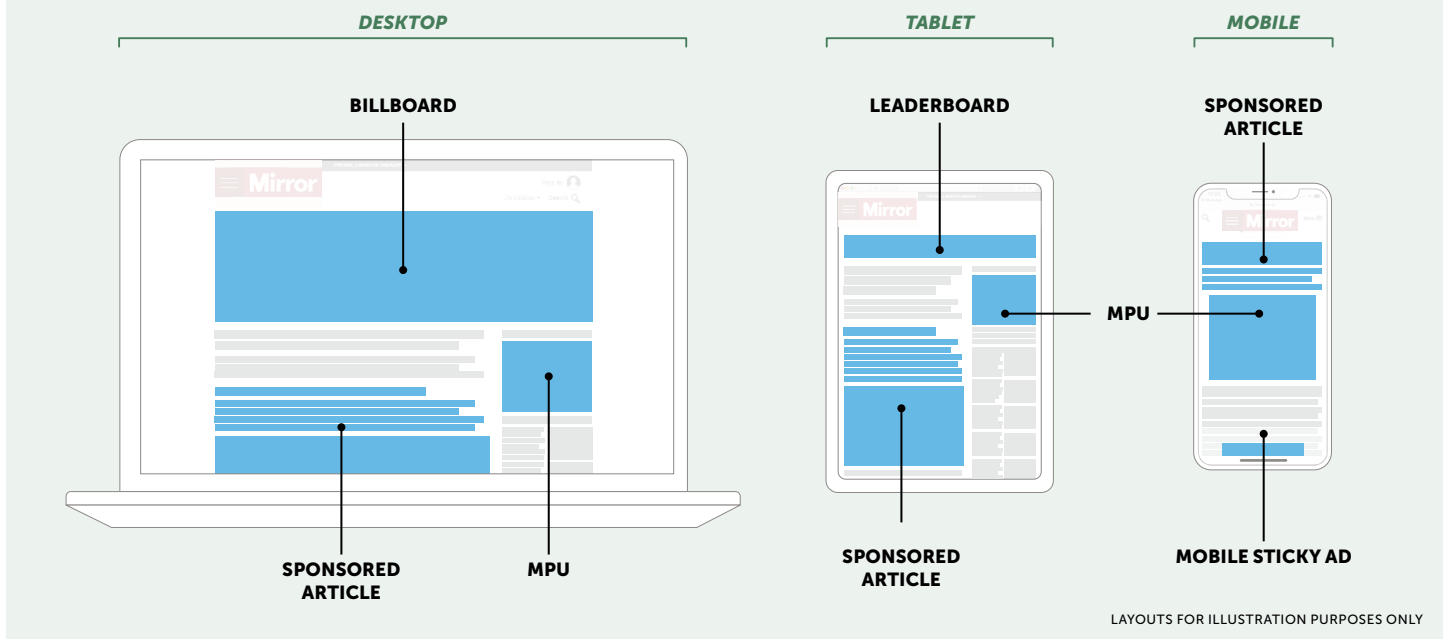


CLICK HERE TO SEE THE COMPETITION MEDIA PACK

EXAMPLES FOR ILLUSTRATION PURPOSES ONLY

\*Facts and figures from Reach PLC.

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

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

#### 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](mailto:production@hurstmediacompany.co.uk)

### CREATION, PROOFING & APPROVAL

#### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *Mirror.co.uk*.
- Copy for advertorial features will be written by *Mirror.co.uk*'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 *Mirror.co.uk*'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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