

Valentines Day TOP 5 checklist ✓

5 VALENTINE'S DAY MUST-TRYS FOR A HEARTFELT 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 **Valentine's Day 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 **Valentine's Day Top 5 Checklist** serves as an essential guide for readers who will buy a wide range of products... and with an audience that is 68% ABC1, *Metro.co.uk*'s affluent readership are willing to spend more to ensure that their loved ones get only the best.

Curated by an experienced team of *Metro.co.uk* copywriters, The **Valentine's Day Top 5 Checklist** showcases a high-quality selection of five products and services. This includes gifts and experiences ranging from stunning jewellery pieces, tantalising tipples and decadent dining options to fabulous flowers and romantic getaways.

The **Valentine's Day 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 a new and actively engaged reader as they search for the perfect gift for that special someone at the most romantic time of the year.



iab.europe

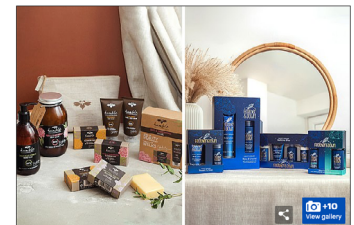
1.4m
daily unique visitors to Metro.co.uk

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

Discover indulgent gifts that keep on giving



Whether you're treating yourself or someone special, indulging with some self-care essentials is the perfect way to unwind after a long day.

If you're looking for some effective wellbeing goodies, Feather & Down's sleep range is infused with lavender and chamomile essential oils to encourage calm and tranquility.

Their range is created to help get you in the right mood to drift off into a peaceful slumber. From the multi-award-winning Pillow Spray to the indulgent Body Lotion, Feather & Down is perfect for those looking to unwind.

Or, if you're wanting to give (or receive) the gift of luxurious-smelling bath and body products, then look no further than the Humble range created by TV presenter and wildlife enthusiast, Kate Humble.

Harnessing all things natural, Humble products are perfumed with scents evocative of an English country garden: sweet pea and verbena, rose and frankincense, and honeysuckle. The range includes bath honey, hand wash and lotion, and gift sets which all come in biodegradable packaging.

Slide into your slippers and get drawing the ultimate bath for yourself or for that someone special.

The info: Click [here](#) to shop Feather & Down and [here](#) to shop Humble.

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



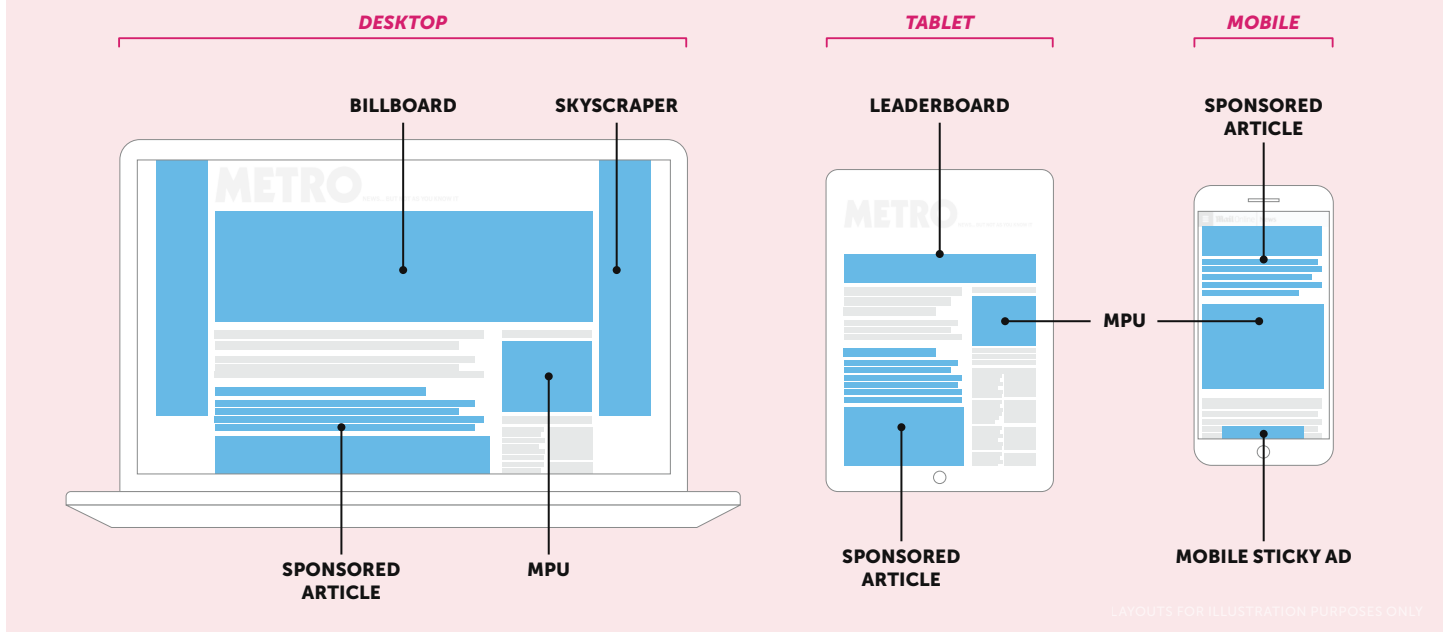
SOCIAL



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).