

# SOLUS NATIVE FEATURE

PUBLISHED WITH **This is MONEY** co.uk  
FINANCIAL WEBSITE OF THE YEAR



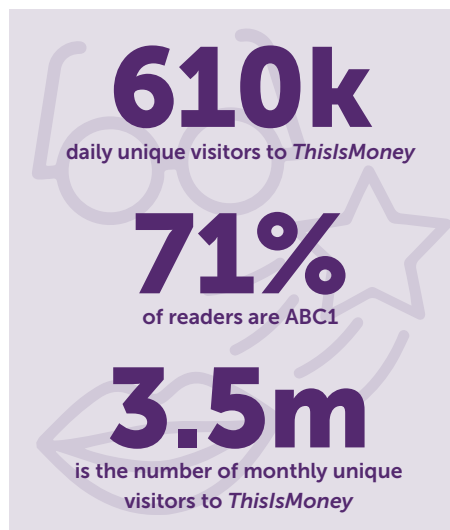
## PUTTING YOUR BRAND IN THE SPOTLIGHT



A solus native feature is your brand's unique sponsored article published on the *This is Money.co.uk*. It appears in content relevant locations across the website **1** – the advertorial content is hosted perpetually on the *This is Money.co.uk* and includes links for the benefit of one advertising partner.

Written by an in-house copywriter from your briefing form, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article. *This is Money.co.uk* is a trusted source of information for the latest news and analysis with 3.5 million daily unique visitors. A solus article with *This is Money.co.uk* provides the opportunity to get your brand in front of this large audience. The content is created by *This is Money.co.uk* and you stay in control of the story that goes live on the site.

A solus native feature is the perfect shop window for brands and organisations to benefit from *This is Money.co.uk*'s robust editorial environment, an engaged and affluent ABC1 audience. The audience is 30% more likely to earn £100k+, with 85% serving as household financial decision-makers.



[CLICK HERE TO SEE A LIVE FEATURE](#)

## SPONSORED ARTICLE EXAMPLE

How we can help | Contact us | Wednesday, Aug 27th 2020 17:11 UTC (12:11 EDT) | 3 Day Forecast

**This is MONEY** co.uk  
FINANCIAL WEBSITE OF THE YEAR

Home | Business | Saving & Investing | Property | Cost of Living & Loans | Cars & Home | Personal | Money | Top to Bottom | 100+

**Are you losing money on old pensions?**  
This all-in-one platform helps cut costs, boost choice and put you back in control  
*An advertisement from Freedom*

By Andrew Hill  
PUBLISHED: 18:00, 26 Aug 2020 | UPDATED: 18:00, 26 Aug 2020

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I think the most common of us have jumped ship from one job to another over the years. But what happens to the pensions we have built up?

Charles and Iray are gathering dust in the hands of old providers, quietly sucking up high fees, offering limited investment options, and taking your very little bit of wealth going on.

The new? You could be losing hundreds, if not thousands, over time, all because your retirement savings were scattered across a trail of neglected pots.

Enter Freedom – the award-winning investment platform and group that says we save for retirement. Their Self-Invested Personal Pension (SIPP) is designed to help you bring all those old pensions under one roof, cut costs, and put you firmly back in control.

**MEET OUR NEW RANGE OF SIPS**

Freedom's award-winning SIPP helps consolidate old pensions, cut costs, and put your retirement future in control.

**One simple monthly fee – no nasty surprises**

Unlike many providers, Freedom has no hidden charges and no costly hidden costs. Freedom's SIPP is a monthly fee of just £3.99 per month for your SIPP. Other charges may apply depending on how you invest your pension.

Whether you're moving pensions over several, the cost stays the same – which could mean serious savings over the long run.

**Your retirement, your rules**

Freedom also gives you access to over 6,000 investment choices, from UK and global stocks to £100 bonds, and funds. More options are being added all the time, meaning your pension can actually reflect your personal goals, values, and appetite for risk – something many old-school pension providers simply don't offer.

## RATE CARD

### Sponsored article and banner package £18,750

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

Video upgrade £1,000

Competition upgrade £1,000

## DISTRIBUTION

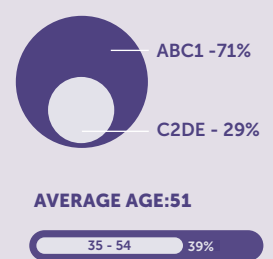
- Published on *This is Money.co.uk* and promoted by way of 1 million ad-site traffic drivers\*
- Advertiser will receive a guaranteed 1000 clicks from ads served on *This is Money.co.uk*
- Available nationwide

## DEMOGRAPHICS

### GENDER

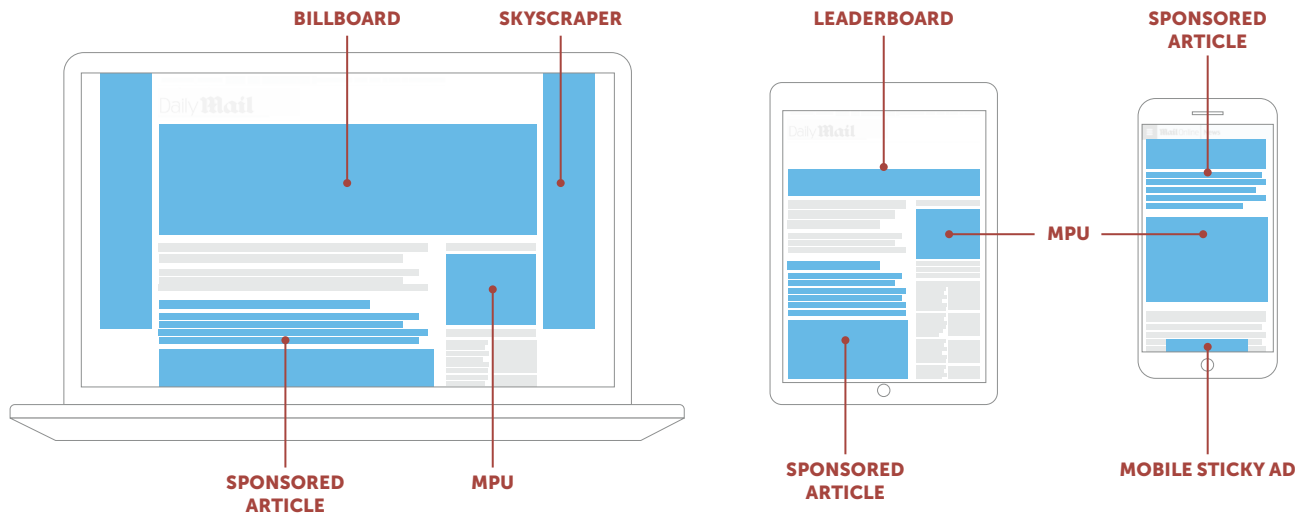


### SOCIAL



Money section readership

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Word count:** 500 words
- **Headline:** Edited by *Thisismoney.co.uk*
- **Contact information:** Your website

#### IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Image caption:** Written by *Thisismoney.co.uk*
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service.

### 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)

If you'd like the team to design display adverts for you, please fill in the artwork brief.

You can provide your own tracking links for the display ads, or we can arrange this for you.

### 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 *Thisismoney.co.uk*.
- Copy for advertorial features will be subedited by *Thisismoney.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 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 is required within 72 hours.

### 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 *Thisismoney.co.uk*'s 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).