

# Pets and Animals TOP 5 checklist

## TOP 5 ESSENTIALS FOR KEEPING YOUR PET HAPPY AND HEALTHY

(Eventual title will be chosen by the Sun Online on basis of SEO score to drive highest traffic, engagement and searchability)



## PUBLISHED WITH **THE Sun** ONLINE



Pets and Animals Top 5 Checklist is a native feature of 5 sponsored articles published on *The Sun Online*. It appears in content relevant locations across the website and selected social media channels by way of 5 million ad-site traffic drivers **1** – the advertorial content is hosted perpetually on the popular *Fabulous* section of the *Sun Online* and includes individual links for the benefit of all five advertising partners.

Curated by an experienced team of *Sun Online* copywriters, this native feature showcases a high-quality selection of products and services for pets and their owners, ranging from food options, veterinary care, training classes, grooming equipment and services, charities, insurance, equine pursuits, exotic/tropical animals, pet-friendly hotels/restaurants and toys and accessories.

*The Sun Online* is the UK's number one digital newsbrand, with more than 37 million monthly unique visitors. As a brand, it reaches 14 million 18-54 females, with 62% of readers who are ABC1. **Pets and Animals Top 5 Checklist** serves as the essential guide to help pet owners make informed choices that support the health, happiness, and wellbeing of their animals.

**Pets and Animals Top 5 Checklist** is the perfect shop window for brands and organisations looking to benefit from *Sun Online*'s robust editorial environment, a highly engaged audience who are looking for ways to keep their animals healthy and happy and, crucially, the gravitas of being featured on one of the world's most visited websites.

### PARTICULARLY CONSIDERING

- 60% of UK households have a pet
- In 2024, 24% of UK pet owners reported that the cost of living affected pet care



**SPONSORED ARTICLE EXAMPLE**

**Looking after every member of the family**

**VetPlus**

**Give your pet a little extra care with VetPlus**

Pets are a huge part of the family and deserve to be able to enjoy life to the max. For more than 30 years, VetPlus has worked tirelessly to do this, developing high-quality nutraceutical products that support pet health and wellbeing. These products are supplements made from natural ingredients which are said to provide health benefits for both humans and animals. More than 80% of products are made in-house in Lancashire, having passed through at least 16 quality checks before being released to vets and subsequently customers. VetPlus is available in more than 50 countries worldwide, providing a full range of products including Sympatic, a joint supplement, formulated to help maintain healthy cartilage and support the central nervous system; Calmflex, to support a calm demeanor; and S-soft, a long-term joint and muscle health aid.

Find out more at [www.vetplus.co.uk](http://www.vetplus.co.uk) and speak to your vet about VetPlus products.

### RATE CARD

#### Sponsored article and banner package £15,000

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

#### Video upgrade £1,000

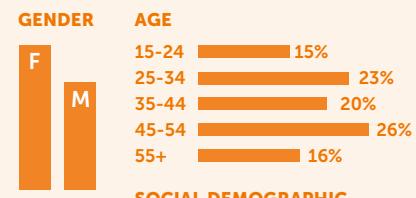
#### Competition Upgrade £1,000

### DISTRIBUTION

- Published in content relevant areas and hosted on the *Sun Online* perpetually
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun content via Apple News **7**
- Available nationwide

**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

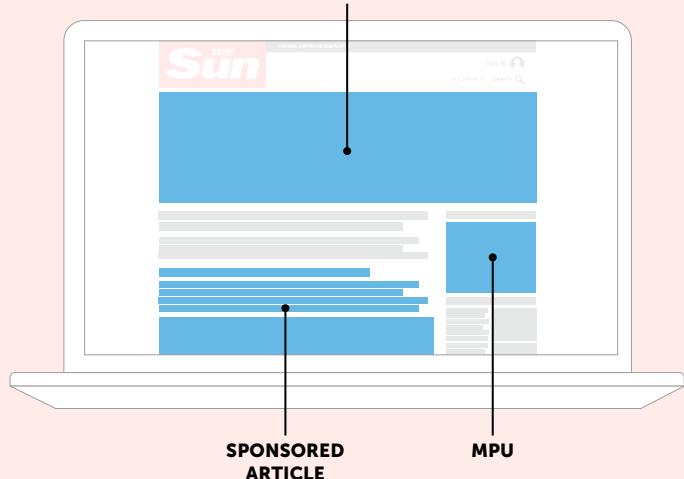
### DEMOGRAPHICS



## ADVERTISING POSITIONS

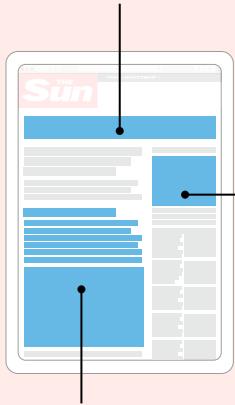
### DESKTOP

#### BILLBOARD



### TABLET

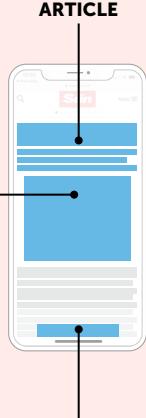
#### LEADERBOARD



#### SPONSORED ARTICLE

### MOBILE

#### SPONSORED ARTICLE



LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

## SPONSORED ARTICLE SPECS

### COPY SPECIFICATION

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

### VIDEO SPECIFICATION

- Format: Vimeo or MP4 file\*
- Duration: 30 seconds recommended (maximum 60 seconds)

\*The *Sun* website uses an ad platform which automatically inserts ads that might be shown before the video starts.

### 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.

## 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 *Sun Online*.
- Copy for advertorial features will be written by *Sun Online*'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 *Sun Online*'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](#).

### CONTACT DETAILS

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