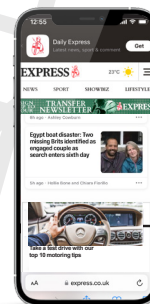


SOLUS NATIVE FEATURE

PUBLISHED WITH  **EXPRESS.co.uk**
Home of the Daily and Sunday Express



PUTTING YOUR BRAND IN THE SPOTLIGHT



A solus native feature is your brand's unique sponsored article published on *express.co.uk*. It appears in content relevant locations across the website and selected social media channels by way of ad-site traffic drivers **1** – the advertorial content is hosted perpetually on *express.co.uk* and includes links for the benefit of one advertising partner.

Written by an experienced team of *express.co.uk* copywriters, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article.

Express.co.uk reaches an audience of 12.4 million monthly unique visitors across their digital platforms. It's a mature audience, with over 82% being over the age of 35. This makes a solus native an invaluable space to put your brand or product in focus to a targeted audience, 81% of which are the main shopper of their household.

A solus native feature is the perfect shop window for brands and organisations looking to benefit from *express.co.uk*'s robust editorial environment, a mass readership, and crucially the gravitas of being featured on one of the most popular news websites.

12.4m
monthly unique visitors to *express.co.uk*

65%
readers are ABC1

82.9m
monthly page views

PARTICULARLY CONSIDERING

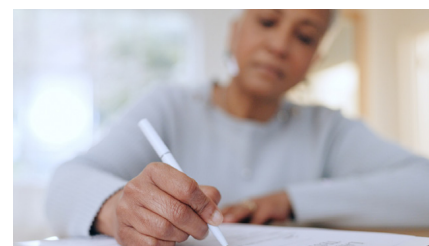
- 81% of readers are the main shopper of their household
- 32% of *express.co.uk* readers are parents of under 18s
- 65% of readers are in the ABC1 socio-economic group.

SPONSORED ARTICLE EXAMPLE



People add many things to their list of New Year's Resolutions, like joining a gym or finding a new job, but there's one very important thing which often gets overlooked and that is writing a Will.

If you don't have a Will the rules of intestacy will decide what happens to your estate and this means your property, possessions and money may not pass to who you'd want them to. Even if you already have a Will, when was the last time it was reviewed to make sure it still matches your personal circumstances?



Make writing a Will your New Year's Resolution and speak to a fully trained and insured Member of The Society of Will Writers to receive friendly, up-to-date, and professional advice.



RATE CARD

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

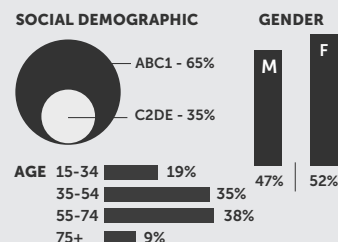
1 sponsored article **2**, 1 MPU **3**,
1 billboard (desktop) **4**, 1 banner (mobile) **5**,
1 leaderboard (tablet) **6**, 1 DMPU (desktop)
and skins (desktop)

Competition Upgrade £1,000

DISTRIBUTION

- Published in content relevant areas and hosted on the *express.co.uk* perpetually
- Each solus article is promoted by way of ad-site traffic drivers* until at least 5,000 PVs have been achieved
- Available nationwide

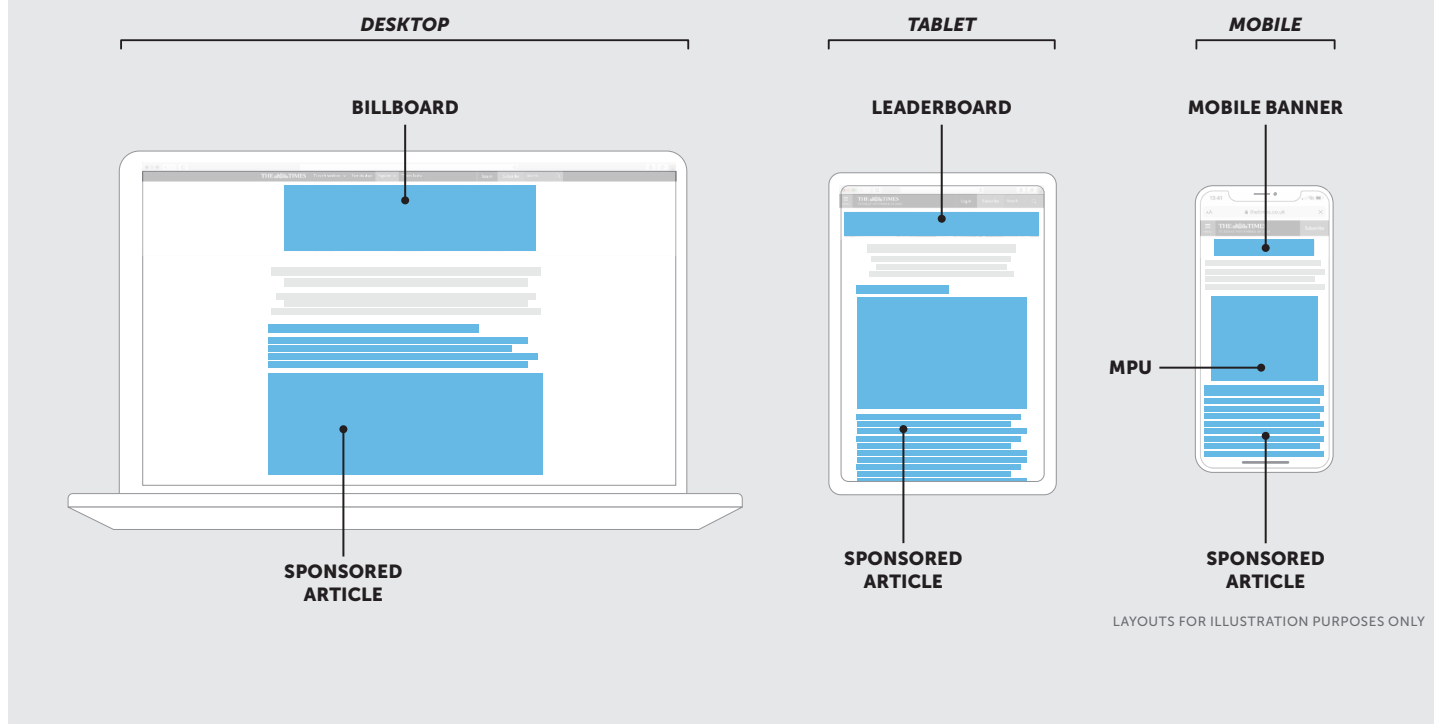
DEMOGRAPHICS



CLICK HERE TO SEE THE COMPETITION MEDIA PACK

*All ad-site drivers are dictated by Express algorithms, promoted at Reach plc's discretion

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 500 words
- **Headline:** Written by *Express.co.uk*
- **Contact information:** 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. You can supply 2-3 images.

DISPLAY ADS SPECS

BILLBOARD

- Displays on desktop only
- **Size:** 970px (w) x 250px (h)

LEADERBOARD

- Displays on tablet only
- **Size:** 728px (w) x 90px (h)

MOBILE BANNER

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

DOUBLE MPU

- Displays on desktop
- **Size:** 300px (w) x 600px (h)

RIGHT AND LEFT SKINS*

*Skins are optional. If you're supplying your own display ads, let Production know so they can provide the relevant specs and examples.

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 PROCESS

- After receiving your content, Hurst Media Company will review and forward to *Express.co.uk*
- Copy for advertorials will be written by *Express.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: 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 *Express.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).

CONTACT DETAILS
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hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

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PRODUCTION DEPT.
Tel: 0203 770 4024 | production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner