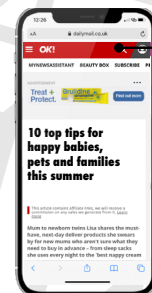


SOLUS NATIVE FEATURE

PUBLISHED WITH **OK!**.co.uk



PUTTING YOUR BRAND IN THE SPOTLIGHT



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

Written by an experienced team of *OK.co.uk* copywriters, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article. *OK.co.uk* reaches an audience of 6.7 million monthly unique visitors across their digital platforms. The site boasts an affluent audience: 67% female and 60% who are ABC1. Thanks to first rate content by some of the most respected journalists.

A solus native feature is the perfect shop window for brands and organisations looking to benefit from *OK.co.uk*'s sympathetic editorial environment reaching an affluent, engaged and influential ABC1 audience who are highly susceptible and confident in making their buying decisions.

6.7m
monthly unique visitors to *OK.co.uk*

60%
of readers are ABC1

85%
of *OK.co.uk* readers are
main shoppers

PARTICULARLY CONSIDERING

- 85% of *OK.co.uk* readers are main shoppers
- 38% are parents with children under 18
- 67% of *OK.co.uk* readers are female.

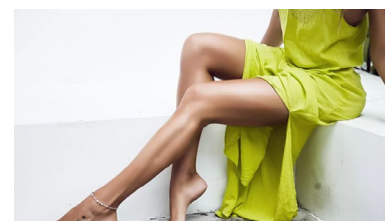
SPONSORED ARTICLE EXAMPLE

'Skin mirade' fake tan alternative is a quick fix for pasty legs and now has 40% off

Don't have the time or patience for traditional fake tan ahead of this week's mini heatwave?

This article contains affiliate links, we will receive a commission on any sales we generate from it. [Learn more](#)

Written by **Melissa Kaur** Fashion and Beauty Content Editor
12 JUL 9 AM 2023



A quick solution to bronzed, even legs - and it'll arrive tomorrow (Image: Getty)

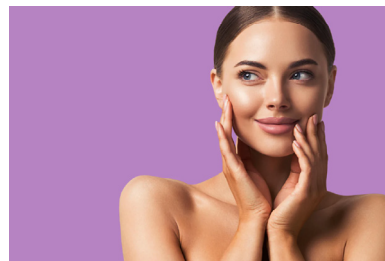
With the UK set to bask in glorious sunshine and soaring temperatures this week, it's officially time to retire the heavy denim and chunky jumpers in favour of breezy summer staples like shorts, skirts, and lightweight tees. But as the layers come off, many of us are left wondering how to quickly achieve that healthy, sun-kissed glow—without committing to the mess, smell, or streaks often associated with traditional fake tanning products.

If you're searching for a fuss-free, fast-acting solution to give your legs a subtle hint of colour and a silky smooth finish, then there's one 'miracle' product that beauty lovers can't stop raving about—and it's available right now on Amazon.

One delighted customer left a glowing review, saying, "Easy application, no streaks and does give a summer glow even after first application," before adding, "It glides beautifully over skin and smells quite pleasant, which doesn't linger." It left my legs feeling silky smooth. (I would highly recommend—it goes a long way and washes off your hands quite easily."

Another equally impressed user wrote, "Absolutely cannot bear the smell (or lack of) of fake tan, so I thought I'd try this as an alternative—absolutely love it! It gives a lovely natural colour and smells delectable." They added, "Would 100% recommend"

Perfect for last-minute plans, spontaneous pub garden meet-ups, or a quick confidence boost before slipping into that summer dress, this product is quickly becoming a warm-weather essential. Whether you're heading to the park, the beach, or just want to feel a bit more put-together for the office, this glow-giver is being hailed as the ultimate shortcut to radiant skin—with zero commitment and zero stress.



RATE CARD

Sponsored article and banner package £18,750

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 *OK.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

SOCIAL DEMOGRAPHIC



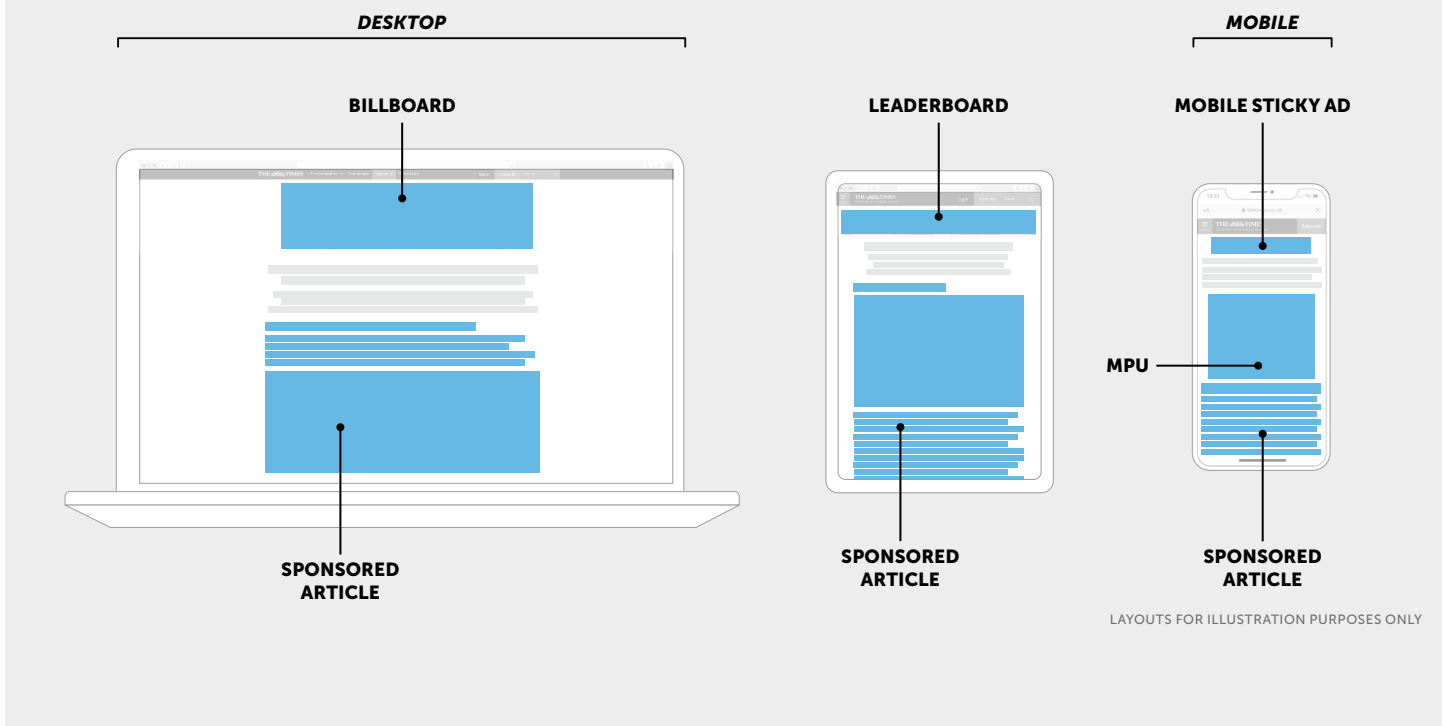
GENDER



CLICK HERE TO SEE THE COMPETITION MEDIA PACK

*All ad-site drivers are dictated by *OK.co.uk* algorithms, promoted at Reach plc's discretion

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 500 words
- **Headline:** Written by *OK.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. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

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 STICKY AD

- 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, tablet and mobile
- **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 *OK.co.uk*.
- Copy for advertorials will be written by *OK.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 *OK.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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