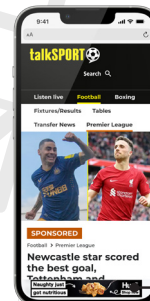


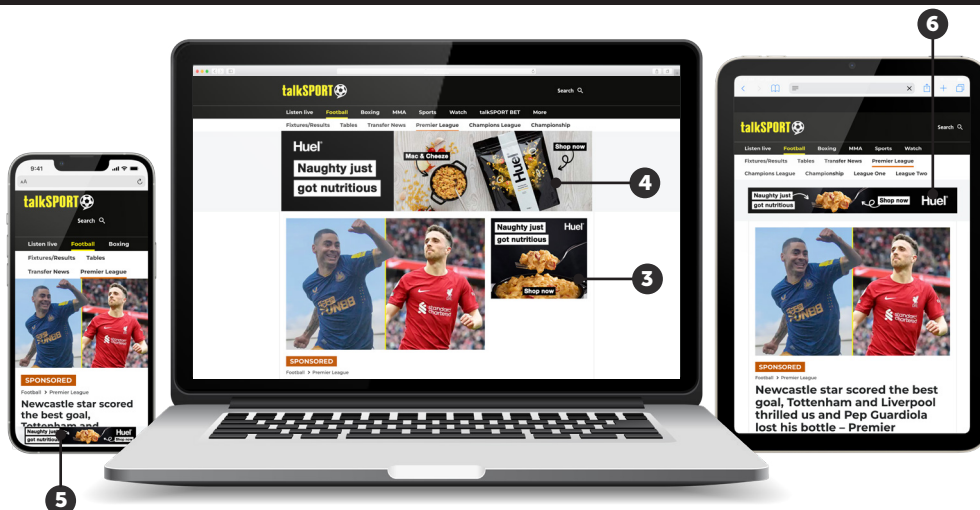
SOLUS NATIVE FEATURE

PUBLISHED WITH **talkSPORT**



1

PUTTING YOUR BRAND IN THE SPOTLIGHT



A solus native feature with *talkSPORT* is your brand's unique sponsored article published on *talksport.com*. 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 *talkSPORT* and includes links for the benefit of one advertising partner.

Written by an experienced team of *talkSPORT* copywriters, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article. Featuring as a spotlight advertorial on *talkSPORT* creates the opportunity to appear on a trusted source of information for the latest sports news and analysis. With 8.1 million monthly unique users, *talkSPORT* boasts a vast audience. Furthermore, with 64% of ABC1 users, *talkSPORT*'s affluent audience are willing to spend more on products relevant to them.

A solus native feature is the perfect shop window for brands and organisations looking to benefit from an impressionable audience accustomed to expert commentary from award-winning journalists.

8.1m
monthly unique visitors to *talkSPORT*

64%
readers are ABC1

17.9m
page views in the UK

PARTICULARLY CONSIDERING

- There are 15.3m monthly global *talkSPORT* users
- 44% of readers are millennials
- *talkSPORT* readers are 86% male.

SPONSORED ARTICLE EXAMPLE

SPONSORED

Shopping

Join the Pride: Support the British Lions this summer with Charles Tyrwhitt's new clothing range

**If you click on a link in this article we will earn affiliate revenue*

Zoe Nicol

Published: 17:00, 6 Jun 2025 | Updated: 14:18, 29 Nov 2025



Add us as preferred source

Charles Tyrwhitt is the official formalwear partner of the British & Irish Lions.

To celebrate this partnership, they have launched an [official Lions collection](#), and it's got the backing of [iconic](#) Lions alumni including Matt Dawson, Sam Warburton, Jamie Heaslip and Gregor Townsend.

The countdown to the Qatar Airways British & Irish Lions tour to Australia has begun, and there's no better way to cheer on the team than with a clothing line that feels as good as it looks



Charles Tyrwhitt's Lions collection includes polos, sweaters and gilets

Charles Tyrwhitt official Lions collection

[BUY HERE](#)

Rugby fans of all can discover the full collection online from the

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

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

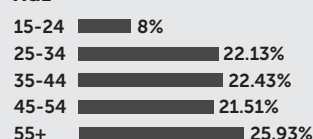
- Published in content relevant areas and hosted on *talkSPORT* perpetually
- Each solus article is promoted by way of 1 million traffic drivers*
- Available nationwide

DEMOGRAPHICS

GENDER



AGE



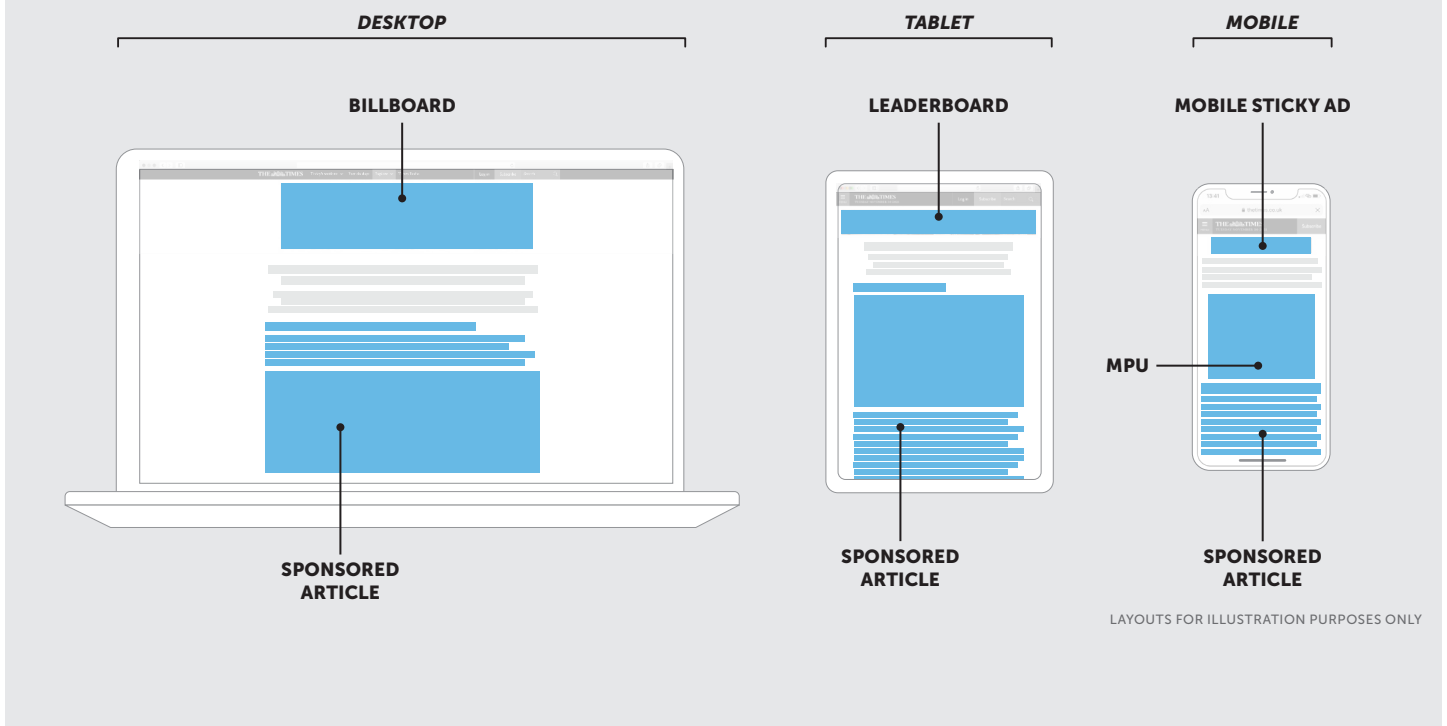
KEY TARGET AUDIENCE

Men aged 25 and up

CLICK [HERE](#) TO SEE THE COMPETITION MEDIA PACK

*All ad-site drivers are dictated by Times algorithms, promoted at News UK's discretion

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 500 words
- **Headline:** Written by *talkSPORT*
- **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 *talkSPORT*.
- Copy for advertorials will be subedited by *talkSPORT*'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

- Checklist takes sole responsibility for the advertorial content that is published on *talkSPORT*.
- 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 *talkSPORT*'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

Hurst Media Company
1 Phipp Street
London, EC2A 4PS

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

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

