

# Education

## TOP FIVE *checklist* ✓

### BACK-TO-SCHOOL EDITION

#### FIVE TIPS TO PREPARE YOUR KIDS FOR THE NEW SCHOOL YEAR

(Eventual title will be chosen by Metro.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)

PUBLISHED WITH **METRO.co.uk**

#### Education Top Five Checklist – Back-to-School

**Edition** is a native feature of five sponsored articles published on the *Metro.co.uk* homepage. It initially appears in the sidebar **1**. The advertorial content is hosted perpetually on *Metro.co.uk* and includes individual links for all five advertising partners.

*Metro.co.uk* is a trusted source of information for the latest news and analysis. *Metro.co.uk* has 1.4 million daily unique visitors, therefore **Education Top Five Checklist – Back-to-School Edition** serves as an essential guide for readers who buy a wide range of products. Furthermore, with 68% of ABC1 readers, *Metro.co.uk*'s affluent readership are willing to spend more to ensure they are fully prepared for the upcoming school year.

This installment showcases a high-quality selection of back-to-school essentials, including the best pre-schools to secondary schools, notebooks, educational apps, tutoring options, boarding schools, backpacks, clothing, as well as lunchboxes, distance learning and more.

#### Education Top Five Checklist – Back-to-School

**Edition** is the perfect shop window for brands and organisations looking to benefit from an impressionable audience accustomed to expert commentary from award-winning journalists. Featuring on *Metro.co.uk* presents an amazing opportunity to directly target a new and actively engaged reader.

#### PARTICULARLY CONSIDERING

- *Metro.co.uk* has the highest proportion of millennials of all newsbrand websites
- *Metro.co.uk*'s readers are an average age of 43.



**1.2m**  
daily unique visitors to *Metro.co.uk*

**68%**  
of *Metro.co.uk* readers are ABC1

**92%**  
of traffic to *Metro.co.uk* is via mobile devices or the app

#### SPONSORED ARTICLE EXAMPLE



[CLICK HERE TO SEE A LIVE METRO.CO.UK FEATURE](#)

#### RATE CARD

##### Native package

Promoted on the sidebar of the *Metro.co.uk* homepage: **1**

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

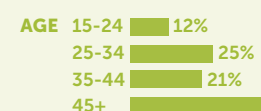
**£12,000**

#### DISTRIBUTION

- Initially promoted on the sidebar of the *Metro.co.uk* homepage (12,000 UVs), and then in content-relevant locations (five million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

#### DEMOGRAPHICS

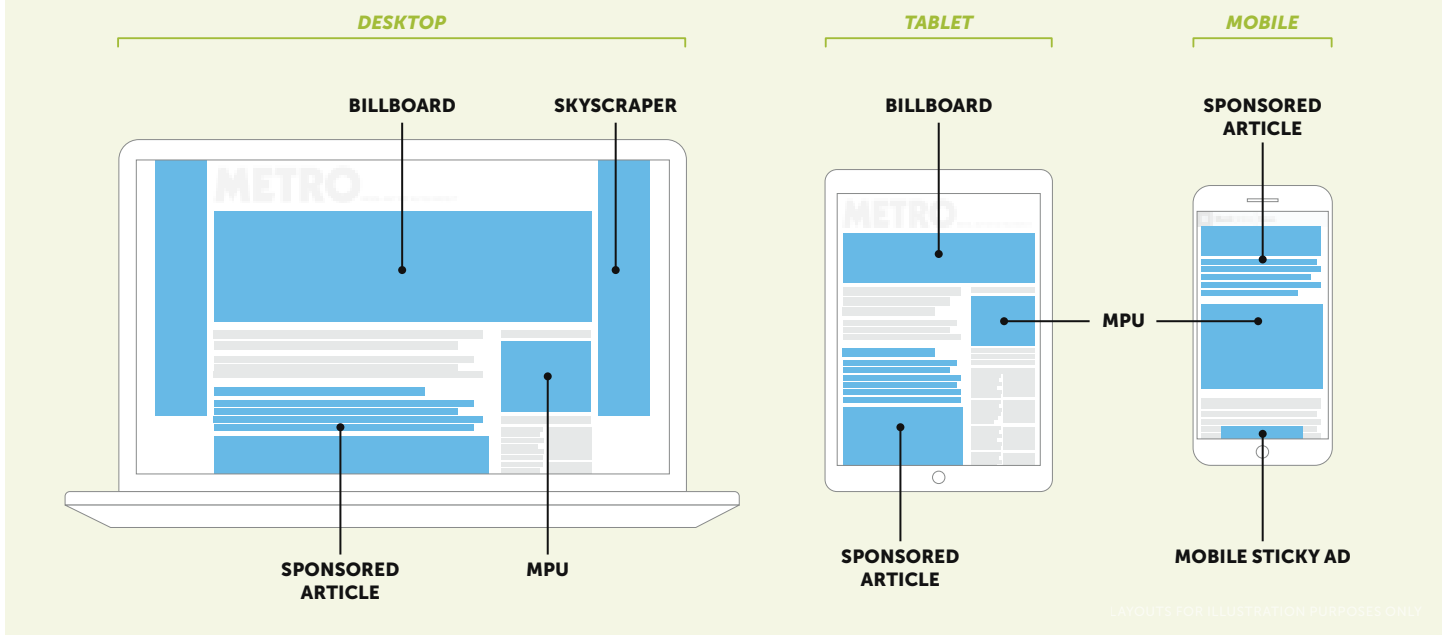
##### SOCIAL DEMOGRAPHIC



##### GENDER



## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out. On this brief client will tell *Metro* what they'd like the article to be about
- **Article word count:** 150 words

Editorial control of this features lies with *Metro*. Advertisers can request amends to the article, which will be subject to *Metro*'s approval.

#### IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Format:** RGB JPEG or PNG

Images should be high quality images promoting your product or service, and should not contain additional graphics or logos.

### DISPLAY AD SPECS

#### BILLBOARD (desktop and tablet)

- **Size:** 970px (w) x 250px (h)

#### SKYSCRAPER (desktop only)

- **Size:** 120px (w) x 600px (h)

#### MPU (MID PAGE UNIT) (desktop, tablet and mobile)

- **Size:** 300px (w) x 250px (h)

#### MOBILE STICKY AD (mobile only)

- **Size:** 320px (w) x 50px (h)

All sizes are required.

## 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 *Metro.co.uk*.
- Copy for advertorial features will be subedited by *Metro.co.uk* 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 time will be advised by the Production team.

### TERMS & CONDITIONS

- Education Top 5 Checklist – Back-to-School Edition is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *Metro.co.uk*.
- 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 *Metro.co.uk* 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).

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