

SOLUS TRAVEL NATIVE

PUBLISHED WITH **THE Sun** ONLINE



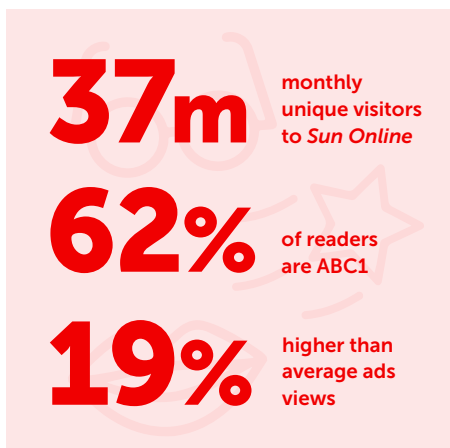
PUTTING YOUR BRAND IN THE SPOTLIGHT



A solus travel native feature with SunOnline is your brand's unique sponsored article published on thesun.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**. Once published, the advertorial content is hosted perpetually on SunOnline and includes links for the benefit of the solus advertising partner.

Written by an experienced team of SunOnline copywriters, a solus travel native feature puts one brand in the spotlight, offering a fully produced 500-word native article supported by a large image. Featuring as a travel spotlight advertorial on thesun.co.uk creates the opportunity to appear in the online edition of Britain's most popular newspaper, reaching their loyal audience of 37 million monthly unique visitors, including over 25 million from the affluent ABC1 demographic.

Ideal for all travel-based products and services - ranging from holidays, accommodation, family days out, spa breaks, holiday essentials, theatre and shows, sporting days out, tourist attractions and more - a solus travel native feature is the perfect shop window for brands and organisations looking to benefit from SunOnline's robust editorial environment, a mass readership, and crucially the gravitas of being featured on one of the most popular news websites.



PARTICULARLY CONSIDERING

- 54% of readers say they enjoy planning holidays.
- There are 404,000 Sun readers that have a family income over £50k.
- Sun readers are twice as likely to own a holiday home.

SPONSORED ARTICLE EXAMPLE

SPONSORED

Magnificent Austria

Experience the best alpine stays on offer in magnificent Austria

In association with Checklist

Danni Debra, Commercial Editor
10:03, 5 Apr 2021 | Updated 9:28, 31 Apr 2021



Packed full of history and culture, an alpine stay in Austria offers something for every kind of traveller. Striking mountain scenery, luxurious, often family-run hotels, the very best of hiking and excursions all backed up by glorious spas and some world-class cuisine.

But Austria is not just about stunning scenery, abundant culture and top-notch cuisine. What makes Austria truly unique are its people.

Austrians live by the concept of *Lebensgefühl*: the willing and total immersion in life itself. *Lebensgefühl* can be felt in every moment, large or small. It's your jovial hosts, effervescent service staff, knowledgeable and witty guides and the local people you'll meet on your travels. It's the art of not taking life too seriously; something that the Austrians have mastered to perfection.

Lebensgefühl means everyone is welcome in Austria, and welcome to come just as they are. So get ready to be enchanted by Austria and the Austrians this autumn and winter and experience *Lebensgefühl* firsthand!



Hotels in Tirol and Vorarlberg

Steeped in history and tradition, four-star Hotel Gotthard in the heart of Lech am Arlberg combines luxury with authenticity, cosiness with modernity. Run by the third generation of the same family, guests are treated like a member of the extended tribe. Since 1931, the Gotthard has always been a first-rate home away from home. Think comfy rooms, a restaurant serving both classic Tyrolean delights and international cuisine, and a spacious wellness area with both indoor and outdoor pools, saunas, relaxation space, massages, and treatments.

Nestled amid green meadows with stunning mountain views, Burghotel Oberlech in the Arlberg region is a great choice for nature lovers and gourmets alike: hiking and biking adventures right on the doorstep, a top-quality spa and award-winning restaurants - the 'Burg' has one of the largest wine cellars in Western Austria! Three generations of the Lucian family work side-by-side to create a luxury retreat for their guests: the personal touch delivered with attention and extraordinary passion. Join a cheese spätzle cooking course featuring Grandma Heigla's cherished family recipe!

Stanglwirt Green Spa Resort in Kitzbühel is an organic farm and luxury hotel in one. Welcoming guests for over 400 years, the hotel - with the Wilder Kaiser range as its dramatic backdrop - is a five-star complex that has kept its Tyrolean charm over time. The first sustainable resort in Austria, it's also the first Austrian hotel on Condé Nast Travellers' Gold list. Stanglwirt's signature spa features a saltwater, rock and sports pool, a waterfall grotto, a natural swimming lake, saunas, steam baths, and a kids' area. The hotel also has its very own Lipizzaner stud and a riding school.

[Click here to find out more](#)

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**

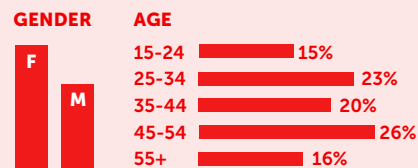
Video upgrade £1,000

Competition Upgrade £1,000

DISTRIBUTION

- Published on the Sun Online and promoted by way of 1 million ad-site traffic drivers* over the period of 4 weeks
- Each advertiser will receive a guaranteed 1,000 clicks from ads served on Sun website
- Available nationwide

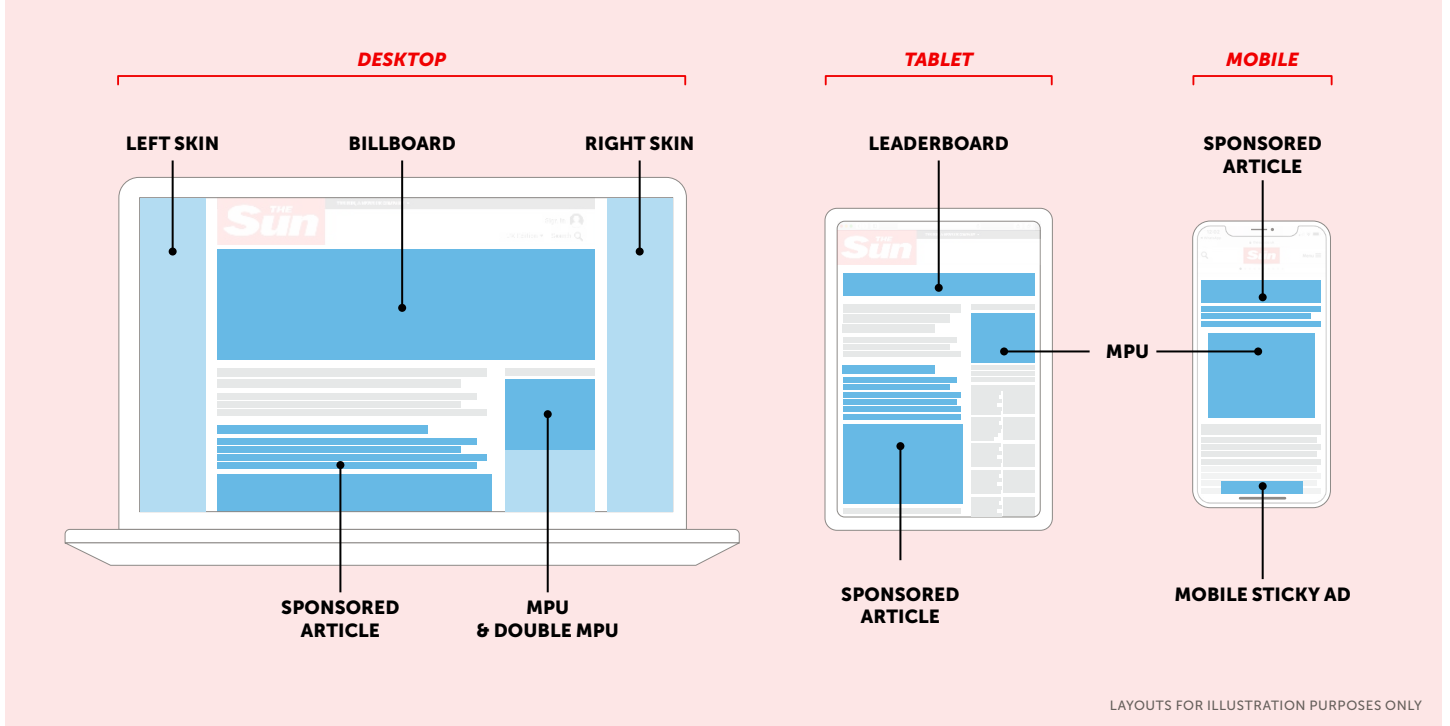
DEMOGRAPHICS



CLICK HERE TO SEE THE COMPETITION MEDIA PACK

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

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

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

- Checklist takes sole responsibility for the advertorial content that is published on *Sun Online*.
- 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 *Sun Online*'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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PRODUCTION DEPT.

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