10 ways to improve your...
HOME & GARDEN

ARTS & LIFE | PROFILES, REVIEWS AND FEATURES

2.2M UK UNIQUE USERS

5M MONTHLY PAGE VIEWS

ARTS & LIFE | PROFILES, REVIEWS AND FEATURES

10 ways to improve your...

plaswood
Products that tell a story

MAY 21, 2020
HEALTH & WELLBEING

BRIEF INTRODUCTION

INTRODUCTORY PARAGRAPH

CROWN TOPIARY

THE UK'S LARGEST TOPIARY SPECIALIST
FAMILY RUN SINCE 1850

LISTING HEADLINE — Let tech do the hard work

LISTING IMAGE

EDITORIAL CONTENT

EDITORIAL LISTING — Your garden lawn should ideally be mowed once a week in spring and autumn. During the summer months, however, that doubles. Thankfully, smart technology can help. Robotic lawnmowers from Husqvarna can cover up to 5,000sq metres, easily manoeuvring complex areas, tackling inclines with ease and cutting to as short as 20mm — leaving you free to sit back and enjoy your downtime.

CALL TO ACTION — Make life easier husqvarna.com

EXAMPLE Improve your home & garden
This highlights how we can work with you to create editorial that reaches *theweek.co.uk*'s engaged audience, with the opportunity for digital advertising displayed alongside. Each listing will showcase a supplier. The 'top 10' order will change throughout the month, ensuring each advertiser receives equal priority in the top spot.
1. A high-calibre 'top 10' list of products and services
2. Accompanying leaderboard
3. HPU ad

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10 ways to improve your home & garden offers a unique opportunity to reach out to a distinguished readership and create online content with a difference. Covering lifestyle improvements both at home and in the garden, the collection of online articles will offer engaging editorial copy targeting an affluent audience.

10 ways to improve your home & garden is a native content article set to be published on *theweek.co.uk* in July. The website receives 2.2 million unique users per month and is hosted in the popular 'Arts & Life' section of the homepage. Ten partners will be selected to work with us on contributing to a unique content package.

How will it be promoted?
The content will be promoted across all relevant sections of the website for one month, as well as on social media platforms and via the subscriber newsletter. The text will be written by expert writers, checked by editors and approved by *The Week*. The article will remain live indefinitely, ensuring continued benefit through SEO and a direct link to each partner's website.

What does the editorial content include?
Each article will promote products, services and subscriptions. *10 ways to improve your home & garden* is dedicated to helping readers improve their homes, gardens and daily life during these unprecedented times. The content will cover a range of topics, including: interior design and DIY; financial planning; gardening and landscaping; food and drink; fitness; shopping; and home entertainment.

Why is it worthwhile?
The Week is a unique publishing concept attracting high-net-worth readers with disposable income. This opportunity gives advertisers exclusive access to thousands of curious and affluent potential customers.
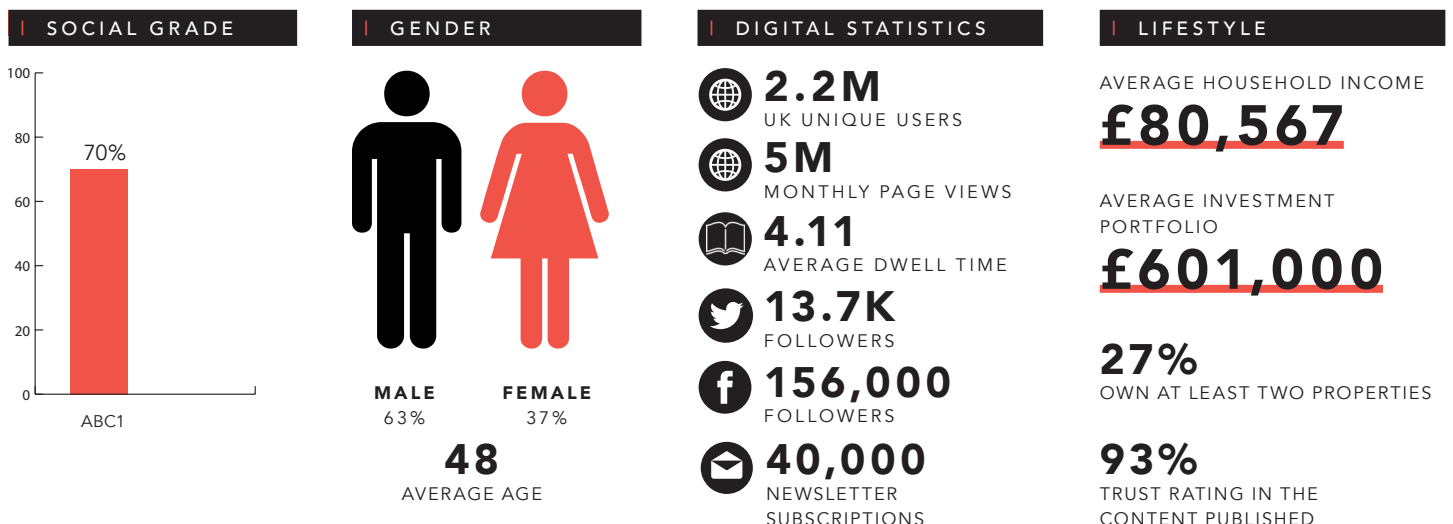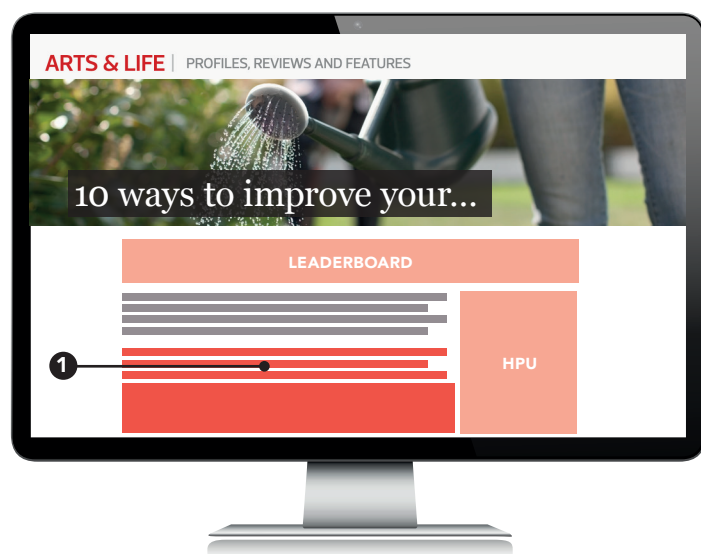
GUARANTEED PROMOTION OF OVER 2 MILLION NATIVE CONTENT AD IMPRESSIONS

SOCIAL GRADE

70%

ABC1

GENDER

MALE 63%

FEMALE 37%

48 AVERAGE AGE

DIGITAL STATISTICS

2.2M UK UNIQUE USERS

5M MONTHLY PAGE VIEWS

4.11 AVERAGE DWELL TIME

13.7K FOLLOWERS

156,000 FOLLOWERS

40,000 NEWSLETTER SUBSCRIPTIONS

LIFESTYLE

AVERAGE HOUSEHOLD INCOME
£80,567

AVERAGE INVESTMENT PORTFOLIO
£601,000

27% OWN AT LEAST TWO PROPERTIES

93% TRUST RATING IN THE CONTENT PUBLISHED

Editorial listing requirements

Content structure
Listing headline: 10-30 characters (e.g. XYZ Home)
Editorial listing: 120-150 words supplied in a Word document
Call to action: 10-30 words, which could include an offer flash, contact details and address (e.g. 10% discount code ABC; find us at xyz.com; phone 1234)
Images: One or two high-resolution images*

Editorial listing submissions

Design process
Once all material is submitted according to the specifications, the content will be rewritten to adhere to the publication's house style. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserves the right to make grammatical changes and corrections to ensure the content meets house style.

Approvals & amendments
• APL Media Ltd will provide a proof for client approval.
• The client will have the option to review and send amendments before final approval.
• The second and final PDF is for fact-checking and approval/records only.
• Additional amendments will incur an extra charge of £45 per round of changes per hour. As such, please ensure any amendments are clear and concise.
• Amendments are required within 48 hours; final approval within 24 hours.

If a client cannot provide the content detailed above and requires the publisher to create it on their behalf, this will incur a production charge for copy writing † and image* research. Please contact the production team for more information.
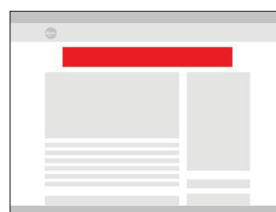
Image specifications
Please supply images as high-resolution RGB JPEGs.

*Image use subject to editorial discretion and may vary depending on quality, size and layout.
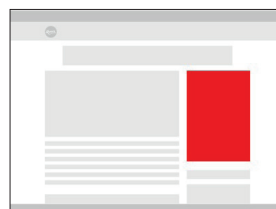† Excludes image(s) cost; image searches (£40/hour); and copy writing (£40/hour)

Online advertisement sizes

Leaderboard
Height: 90px
Width: 728px

HPU
Height: 600px
Width: 300px

Supplying final artwork

Maximum initial file load size
100 KB

Maximum subsequent file load size
1 MB

Maximum user-initiated file size
1.5 MB for creative files; 10 MB for creative & video combined

Cached JavaScript / shared libraries
It is our policy to not exempt any JavaScript load sizes simply because they are thought to be 'cached', which is in line with IAB guidelines. For calculating ad file weight, all files for the ad, including those shared libraries not exempt by the publisher or ad server, must be included as part of the maximum file weight calculation.

HTML5 (raw files)
We require HTML5 via third-party vendors (3rd Party JavaScript tags)

Third-party blocking tags
Third-party keyword blocking tags cannot be accepted.

HTML local storage
Tags must not utilize HTML local storage functionality

Maximum video & animation frame rate
24 fps

Maximum animation length
30 sec

Maximum video length
Unlimited

Audio initiation
Must be user-initiated (click for sound)

Hot spot
Less than a 1/4 of the ad; must NOT initiate audio

Z-index range
0 - 4,999

Minimum required controls
Video must include: play, pause and mute

Labelling requirements
Ad unit content to be clearly distinguishable from normal web page content

Files and size restrictions — image files
Image files can be supplied as .gif or .jpeg files. Maximum file size is 50kb

Submission lead-time
Min. six days before campaign starts

File transfer
Files should be emailed directly to production@aplmedia.co.uk. Call the production team on +44 (0) 7553 7372 for further information.