10 ways to improve your...

HEALTH, FITNESS & WELLBEING

In association with Evening Standard.

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10 ways to improve your health, fitness & wellbeing offers a unique opportunity to reach out to a distinguished readership and create online content with a difference. Covering lifestyle changes to improve overall health and wellbeing, the collection of online articles will offer engaging editorial copy targeting an affluent audience.

10 ways to improve your health, fitness & wellbeing is a native content article set to be published on *standard.co.uk*. The website receives 13.4 million unique users per month and is hosted in the popular Lifestyle section. 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 eight weeks, 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 *standard.co.uk*. 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 health, fitness & wellbeing* is dedicated to helping readers enhance their lifestyle in these unprecedented times. The content will cover a range of topics, including fitness, wellness, nutrition, recipes, supplements, innovative healthcare, alternative remedies, specialist clinics, allergies, and healthy homes.

Why is it worthwhile?

Standard.co.uk is the *Evening Standard*'s flagship website and attracts high-net-worth readers with significant disposable income. This opportunity gives advertisers exclusive access to thousands of curious and affluent potential customers.

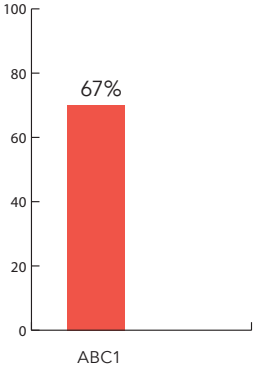
GUARANTEED PROMOTION OF OVER 1 MILLION NATIVE CONTENT AD IMPRESSIONS

EXAMPLE Improve your health, fitness & wellbeing

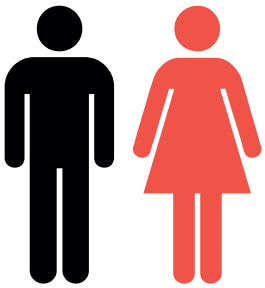
This highlights how we can work with you to create editorial that reaches *standard.co.uk*'s engaged audience, with the opportunity for digital advertising displayed alongside. Each listing will showcase a supplier. The 'top 10' order will change after four weeks, ensuring each advertiser receives equal priority in the top spot.

1. A high-calibre 'top 10' list of products and services
2. Accompanying leaderboard or HPU ad

SOCIAL GRADE



GENDER



MALE 48%

FEMALE 52%

45
AVERAGE AGE

DIGITAL STATISTICS

13.4M
UK UNIQUE USERS

25.6M
MONTHLY PAGE VIEWS

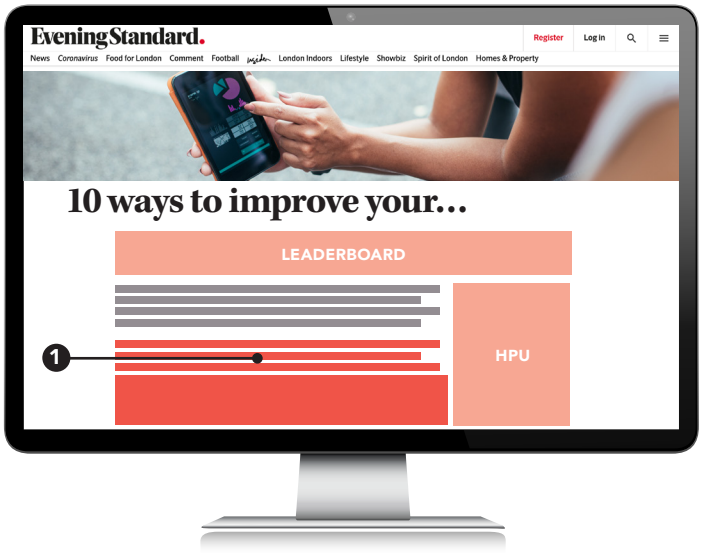
1.35
AVERAGE DWELL TIME

643K
FOLLOWERS

1.4M
FOLLOWERS

aplmedia T: 020 7253 9909 • sales@aplmedia.co.uk • production@aplmedia.co.uk • www.aplmedia.co.uk

Editorial listing requirements



Content structure

Listing headline: 10-30 characters (e.g. XYZ Health)
Editorial listing: Up to 100 words supplied in a Word document
Call to action: 10-20 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.