

HEALTH & WELLBEING SECRETS:

WANT TO FEEL HAPPIER AND HEALTHIER? HERE ARE 10 TOP INSPIRATIONS TO GET YOU LOOKING AND FEELING GREAT - INSIDE AND OUT!

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Health & Wellbeing Secrets is a native feature of 10 sponsored articles published on the *MailOnline* homepage. It appears in the first 5 articles of the sidebar **1** and is guaranteed to be viewed by a minimum of 400,000 engaged users - the advertorial content is hosted perpetually on the popular *Femail* section and includes dofollow links for the benefit of all advertising partners SEO rankings.

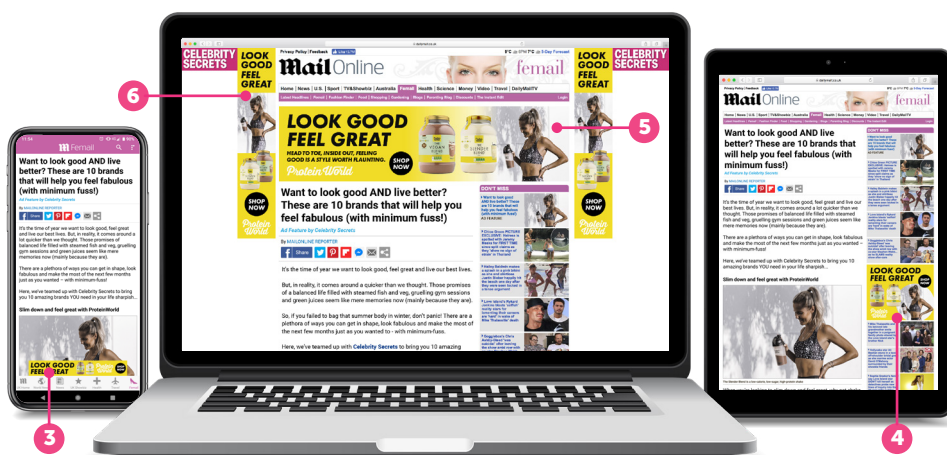
Curated by an experienced team of *MailOnline* copywriters, **Health & Wellbeing Secrets** showcases a high-quality selection of products and services, ranging from over the counter remedies, specialist clinics, beauty & cosmetic treatments, alternative therapy, and diet & fitness solutions.

The *MailOnline* is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *Femail* page of *MailOnline* boasts a young, affluent readership, with 69% aged between 15-44 and 73% who are ABC1. **Health & Wellbeing Secrets** serves as the essential guide to help these health-conscious readers make positive changes in order to lead a healthier, happier lifestyle.

Health & Wellbeing Secrets is the perfect shop window for brands and organisations looking to benefit from *MailOnline*'s robust editorial environment, a mass readership who are concerned about their health and crucially the pastiche of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- 41% of readers are more likely to have bought health products online
- 1 in 2 readers look after their health to improve their appearance
- 13million readers are eating more healthily now than they have in the past



3.8m

daily unique visitors
to MailOnline

73%

of readers are ABC1

42

minutes is the average
time spent reading
MailOnline on a phone

SPONSORED ARTICLE EXAMPLE

Slim down and feel great with ProteinWorld

When you're looking to slim down and feel great, why not shake things up? The Slender Blend is a low-calorie, low-sugar, high-protein shake that can be used as a meal replacement to support weight loss goals, a nutritious snack in between meals or a post-workout recovery shake.

A serving of The Slender Blend contains 23g of protein, which helps to aid muscle recovery after exercise, and also helps you to feel fuller for longer. Boasting a range of health benefits, the formula includes 26 vitamins and minerals, alongside digestive enzymes, pre and probiotics to promote a healthy gut and reduce food cravings. The Slender Blend comes in seven delicious flavours including white chocolate, raspberry, chocolate mint and salted caramel.

TRY IT: To kickstart your health & fitness goals, get 40% off your first order on any product using code 'HWS40' at proteinworld.com



The Slender Blend is a low-calorie, low-sugar, high-protein shake

RATE CARD

- 2** Sponsored article **£29,950**
- 3** Mobile banner **£25,950**
- 4** MPU **£22,950**
- 5** Billboard **£19,950**
- 6** Skyscraper **£16,950**
- Competition **P.O.A**
(Media pack provided separately)

DISTRIBUTION

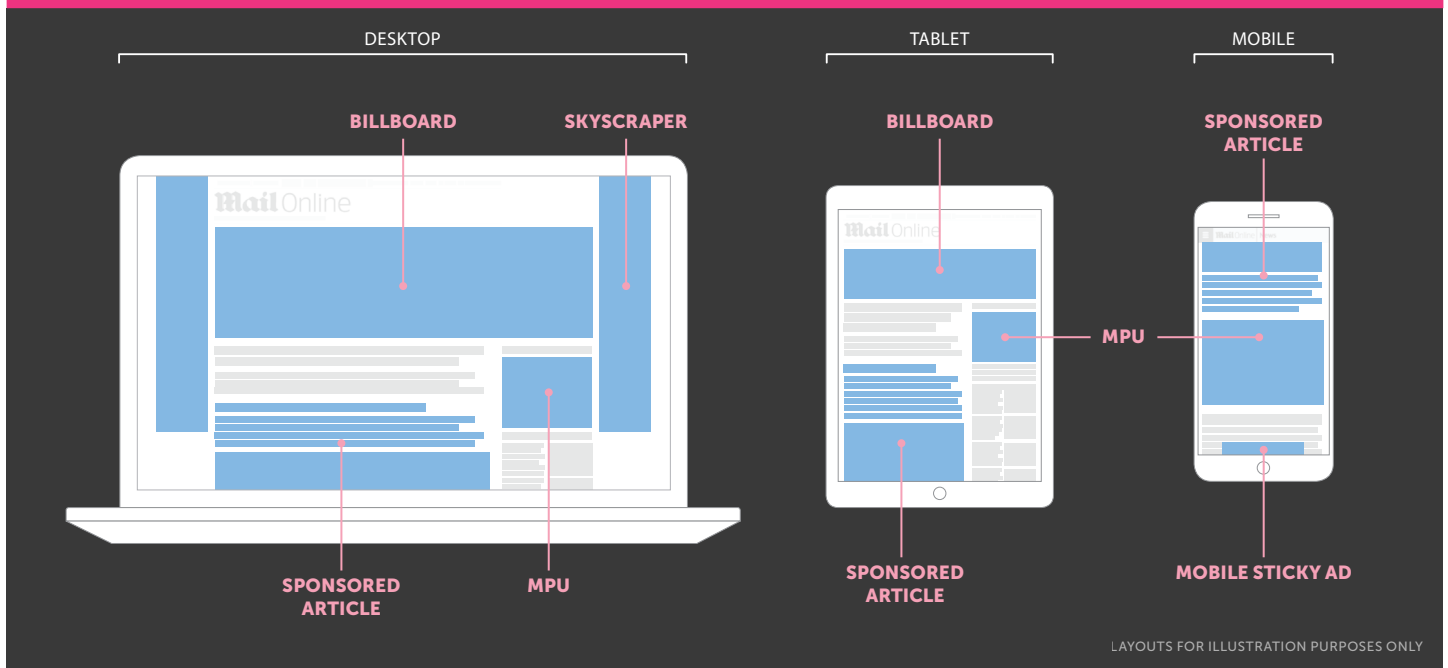
- Published within the first 5 articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 400,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS

AGE	15-24	16%
	25-34	33%
	35-44	20%
	45+	32%

GENDER  66%  34%

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by MailOnline
- **Contact information:** Your website

IMAGE SPECIFICATION

- **Image size:** 634px (w) x 415px (h)
- **Image caption:** Written by MailOnline
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs of your product or service.

DISPLAY AD SPECS

BILLBOARD

- Displays on desktop and tablet
- **Size:** 970px (w) x 250px (h)

SKYSCRAPER

- Displays on desktop only
- **Size:** 120px (w) x 600px (h)

MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

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, PROOFING & APPROVAL

CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to MailOnline.
- Copy for advertorial features will be subedited by MailOnline'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 feature 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 72 hours.

TERMS & CONDITIONS

- Health & Wellbeing Secrets is advertorial content compiled by Celebrity Secrets (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on MailOnline.
- 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 MailOnline'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).