

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.

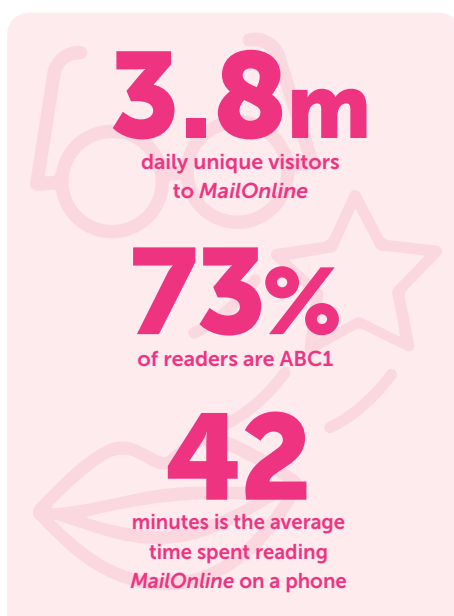
Curated by an experienced team of *MailOnline* copywriters, **Health & Wellbeing Secrets** showcases a high-quality selection of products and services, ranging from over the counter remedies, specialist clinics, beauty & cosmetic treatments, alternative therapy, and diet & fitness solutions.

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 gravitas 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



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

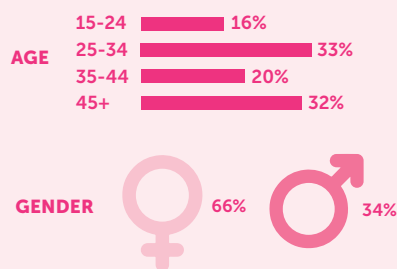
RATE CARD

2 Sponsored article	£24,950
3 MPU (Cross Platform)	£14,950
4 Mobile Sticky Ad (Mobile Only)	£12,950
5 Billboard (Desktop & Tablet)	£9,950
6 Skyscraper (Desktop Only)	£6,950
Competition	P.O.A.

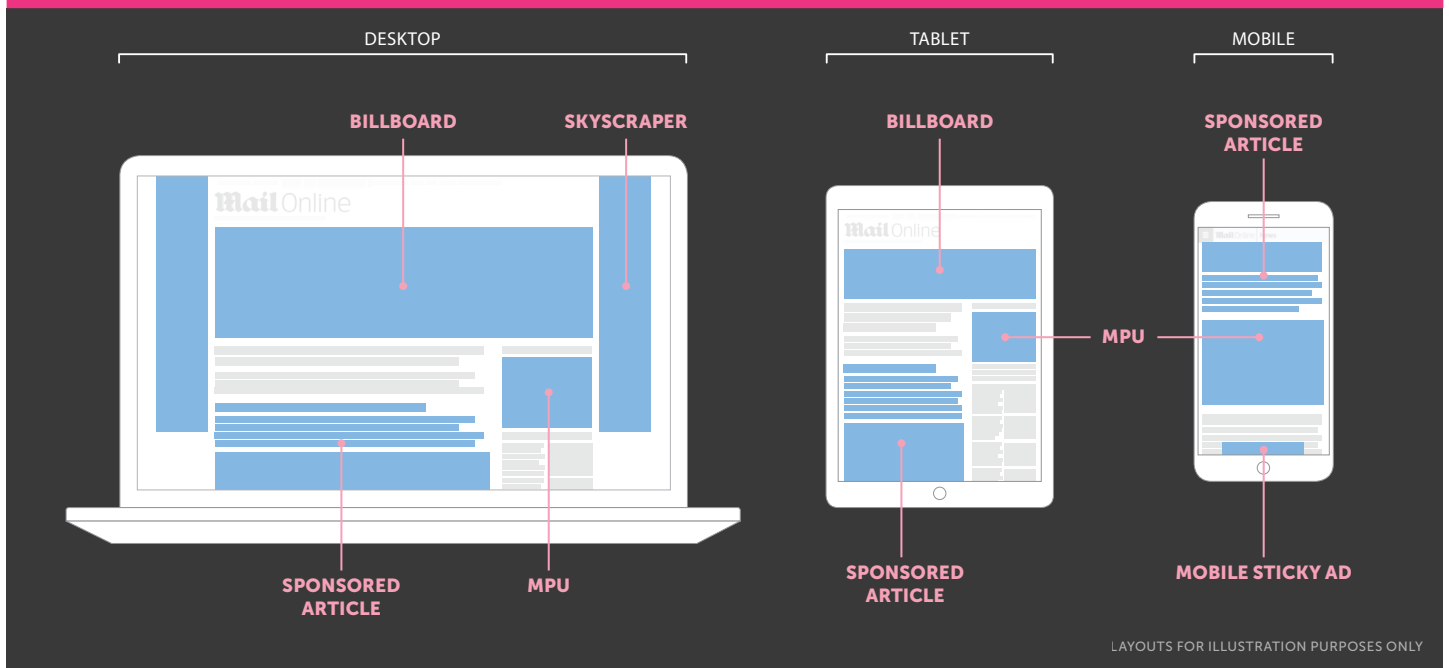
DISTRIBUTION

- 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



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).