

NEW YEAR'S RESOLUTIONS

checklist 

10 TOP WAYS TO STICK WITH YOUR NEW YEAR'S RESOLUTIONS

PUBLISHED WITH **MailOnline** ON FRIDAYS

New Year's Resolutions Checklist is a sponsored article of native content published on the *MailOnline* homepage. It appears on the first 5 articles of the sidebar **1** and is guaranteed a minimum of 400,000 views – the advertorial content is hosted perpetually on the popular *Femail* section and includes individual links for the benefit of all advertising partners.

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. **New Year's Resolutions Checklist** serves as the essential guide to help readers make positive changes in order to lead an improved lifestyle for 2020.

New Year's Resolutions Checklist showcases a high-quality selection of products and services, ranging from specialist food supplements, alternative therapies, diet and fitness advice, new adventures and hobbies, as well as ways to save money and break bad habits.

Hosted on the *Femail* page of the *MailOnline*, **New Year's Resolutions Checklist** is the perfect shop window for brands and organisations to benefit from an affluent audience, who are highly suggestible to new purchasing ideas.

PARTICULARLY CONSIDERING

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



SPONSORED ARTICLE EXAMPLE

Smile wider and prouder with Perfect White Black

Perfect White Black Toothpaste and Mouthwash go hand-in-hand to give an all-round, highly effective clean, the effects of which can be felt throughout the day. Beverly Hills Formula were first to market with the secret weapon of Activated Charcoal, which has been clinically proven to be one of the most effective stain removal ingredients available today. Perfect White Black works to whiten teeth, remove deep surface stains, helps to eliminate the bacteria that causes nasty bad breath.

Beverly Hills Formula has developed their most intriguing product yet, replicating their award-winning activated charcoal formulation into a whitening kit. Scientifically formulated to reduce plaque and harmful bacteria, the peroxide free whitening kit includes 28 charcoal infused strips and as well as a highly innovative whitening pen, ensuring a whiter, brighter smile in 5 simple steps.

TRY IT: Beverly Hills Formula Perfect White range is exclusive to Superdrug and Tesco Inland Stores. Click [here](#) to get yours.



A proven activated charcoal, Perfect White treatments can get your oral health back up to scratch and leave your smile beaming, stain-free and fresh.

[CLICK HERE TO SEE A LIVE FEATURE](#)

RATE CARD

Native package

200k article views **2** + 60,000 banner impressions respectively across:

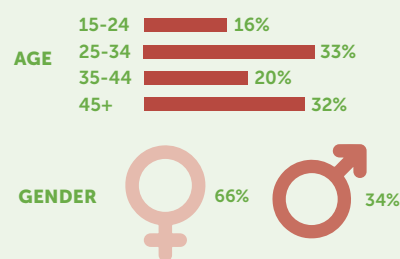
- x3 MPU's **3**
- x1 billboard **4**
- x2 skyscrapers **5**
- x1 mobile banner **6**

£19,950

DISTRIBUTION

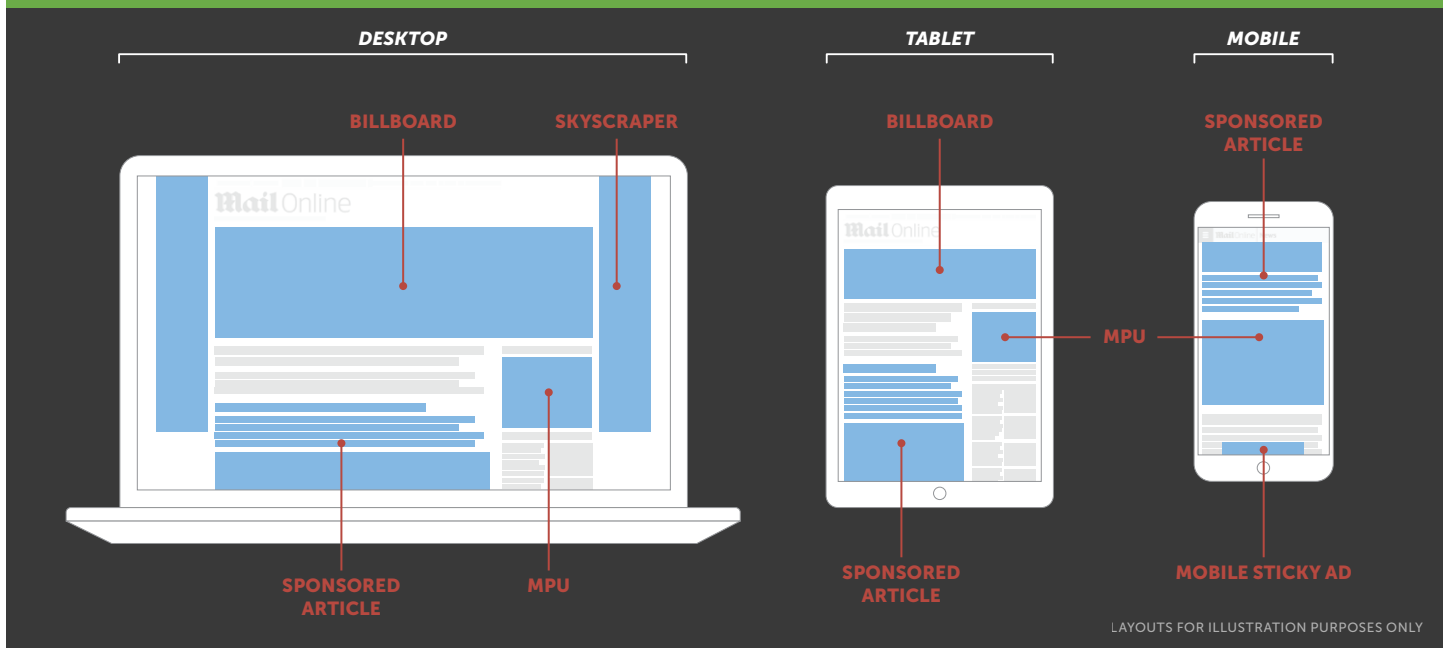
- Published within the first five articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 200,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS



*Femail section readership

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by MailOnline
- **Article word count:** 150 words

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 promoting 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 corrections or your approval to publish the feature.
- 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

- New Year's Resolutions Checklist is advertorial content compiled by Checklist (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).

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