

# FASHION & BEAUTY SECRETS:

LOOKING FOR TIPS ON MAKEUP, SKINCARE & FASHION? HERE ARE 10 TOP PRODUCTS & SERVICES SO YOU CAN FEEL (AND LOOK) YOUR BEST EVERYDAY!



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**Fashion & Beauty Secrets** is a sponsored article of native content 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, **Fashion & Beauty Secrets** showcases a high-quality selection of products and services, ranging from beauty & cosmetic treatments, haircare & accessories, makeup & skincare, self-tanning, as well as the latest fashion trends.

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. **Fashion & Beauty Secrets** serves as the essential guide to provide readers with advice on what to wear, plus expert beauty tips on makeup, hair and more.

Hosted on the *Femail* page of the *MailOnline*, **Fashion & Beauty Secrets** is the perfect shop window for brands and organisations looking to benefit from *MailOnline*'s robust editorial environment, a mass readership who are interested in fashion & beauty, and crucially the gravitas of being featured on one of the world's most visited websites.

## PARTICULARLY CONSIDERING

- 41% of readers say they take great pleasure in looking after their appearance
- 65% of *MailOnline* female readers agree that good hair makes them feel confident
- 3 in 4 female readers agree that having bad skin makes them feel less confident and their appearance affects their mood



# 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

### Boost your collagen from the inside with Skinaide

While wisdom comes with age, so do wrinkles. From your twenties, you start producing less collagen and by the age of 50, your collagen levels are down by a staggering 50%. Ouch! The good news? Skinaide contains active ingredients designed to restore your natural production of collagen, hyaluronic acid and elastin - and surprisingly tastes great with refreshing peach and mango flavours.

For perfect holiday skin, Skinaide's patent pending formula of marine collagen peptides, and essential micronutrients, is designed to replace lost collagen.

**TRY IT:** Skinaide is stocked in over 1,000 clinics and high-end salons across the UK. Go to [skinaide.com](http://skinaide.com) to find a stockist near you.



Drink Skinaide and you could replenish collagen for visibly better and younger skin

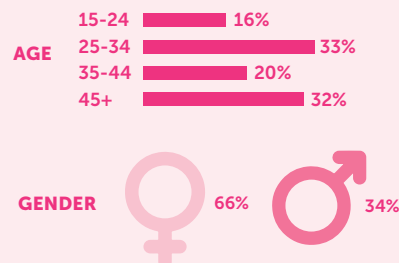
## RATE CARD

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

## DISTRIBUTION

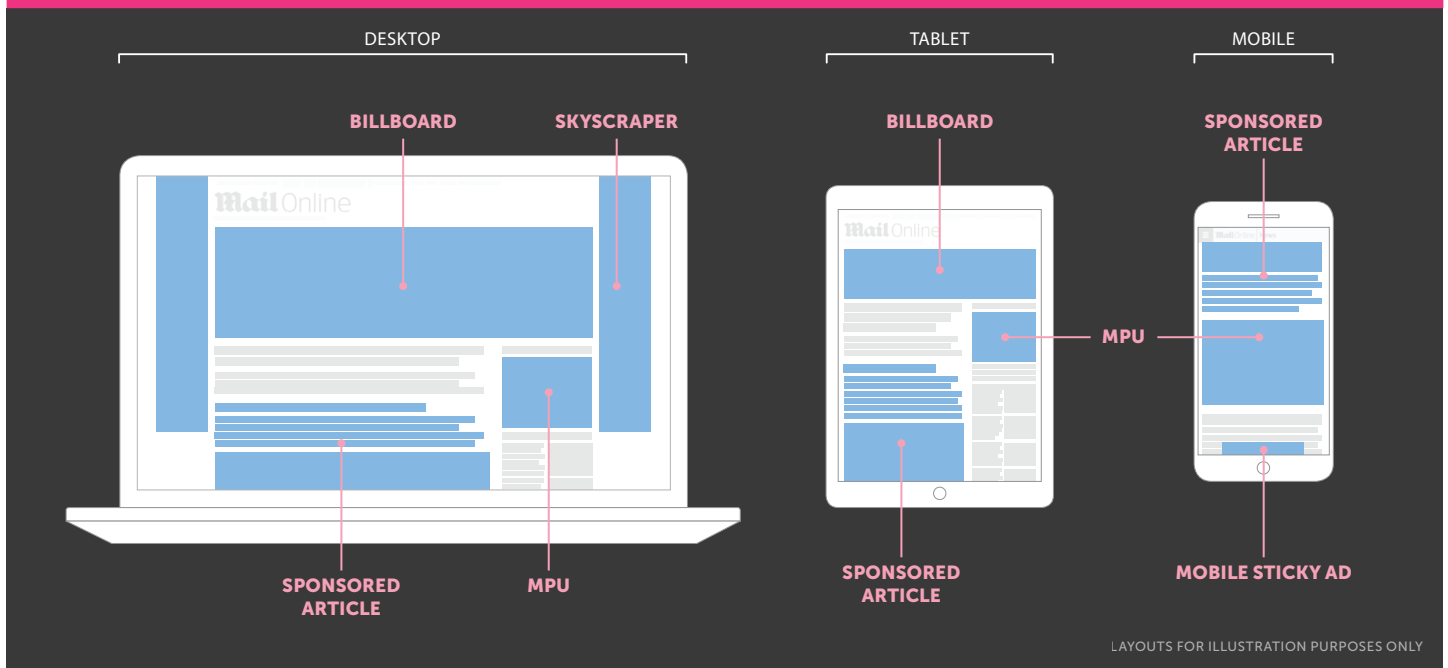
- Published within the first 5 articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 400,000 article views guaranteed
- Available nationwide

## DEMOGRAPHICS



\**Femail* section readership

## 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 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](mailto: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

- Fashion & Beauty 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](http://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).