

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.

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

Ambitious and relentless with respect for the individual

Designed in the UK, JKA represents modern, forward-thinking men's and women's streetwear as well as on-point denim jean collection. Inspired by an aesthetic lifestyle and using cutting edge fabric technologies, JKA takes a ruthless attitude to design and aims to bring out streetwear that the world hasn't seen before. From a retro style tracksuit to a skinny jean to a puffy jacket, thought goes into every detail.

Every collection is a fusion between retro staples and practicality with a high value placed on quality over quantity - this is the mission statement that JKA stands for and stand by. JKA's ever-expanding collection combines practical, crisp, bright sportswear with an urban streetwear appeal.

TRY IT: Shop JKA's wide array of affordable luxury streetwear and get 20% off your first order using code 'SECRETS20' at jkattire.co.uk. Worldwide shipping and free delivery for orders over £80+.



Ruthless designs paired with an eye for detail keep JKA's clothing in demand

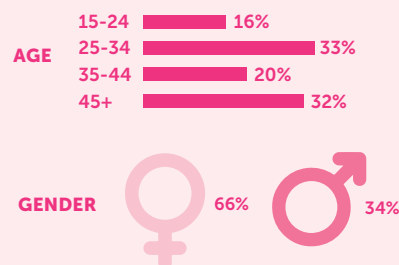
RATE CARD

- | | | |
|---|---------------------------------------|---------|
| 2 | Sponsored article
(Cross Platform) | £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
(Cross Platform) | P.O.A. |

DISTRIBUTION

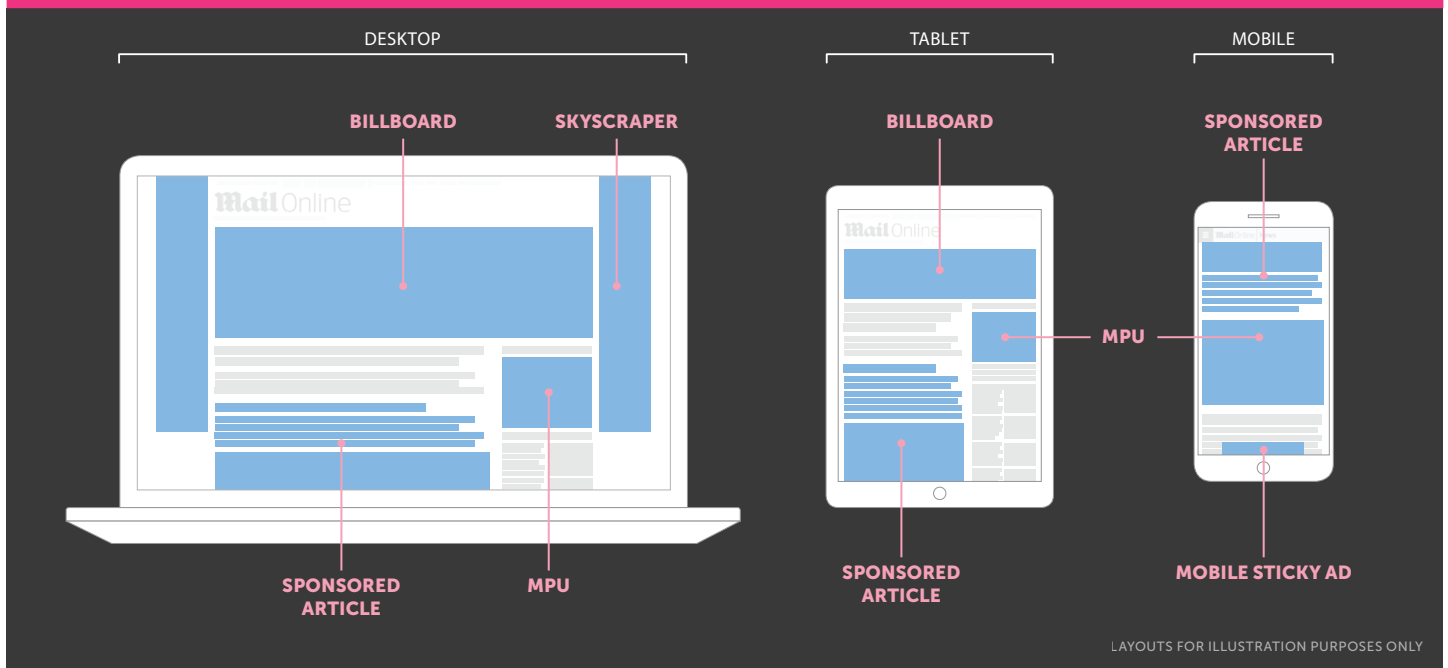
- Published within the first 5 articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 400,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS



*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

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.
- 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).