

Financial & Legal Checklist

SAVE MONEY, MAKE MONEY: OUR 10 TOP TIPS TO IMPROVE YOUR FINANCIAL MANAGEMENT

PUBLISHED WITH **MailOnline** & **This is MONEY.co.uk** SATURDAY 21 SEPTEMBER 2019
FINANCIAL WEBSITE OF THE YEAR

Financial & Legal Checklist is a sponsored article of native content published on the *MailOnline* and *ThisIsMoney.co.uk* homepage. It appears on 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 *Money* section of *MailOnline* and on *ThisIsMoney.co.uk* and includes dofollow links for the benefit of all advertising partners.

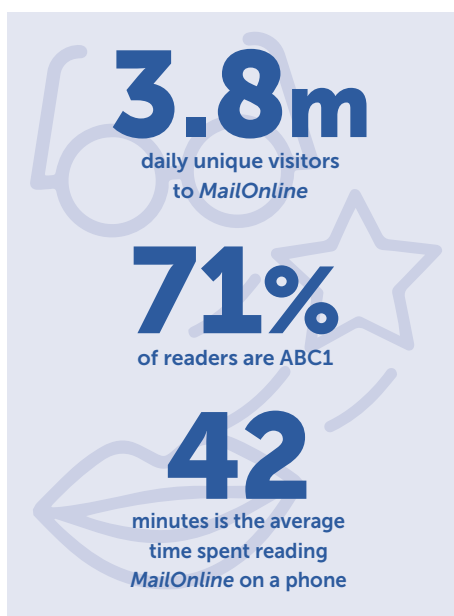
Curated by an experienced team of *MailOnline* copywriters, it showcases a high-quality selection of products and services, ranging from property, insurance, investment opportunities, legal services, financial advice, as well as pensions, retirement and banking options.

The *MailOnline* is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. *ThisIsMoney.co.uk* is the number one online destination for financial information and advice, with 3.8m monthly unique visitors. The *Money* page of *MailOnline* boasts an affluent readership, with average savings and investments of £26,500 and 71% who are ABC1. **Financial & Legal Checklist** serves as the essential guide for these wealthy professionals, providing the latest advice for how they can make the most out of their money.

Hosted on the *Money* page of the *MailOnline* and on *ThisIsMoney.co.uk*, **Financial & Legal Checklist** is the perfect shop window for brands and organisations to benefit from *MailOnline's* robust editorial environment, an engaged and affluent ABC1 audience and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- 1 in 2 readers have ISA, investments or premium bonds
- Readers are 24% more likely to buy/sell their home in the next 12 months
- 42% of readers agree 'I look for profitable ways to invest my money'



SPONSORED ARTICLE EXAMPLE

Take control of your pension savings with an online plan

If you're nearing retirement, it's more important than ever to check your pension balances regularly and ensure you're on track to achieve the retirement you want. If you're struggling to find out how much money you've built up over your career, PensionBee can help. We'll piece together your employment history to find any old workplace or private pensions you've lost track of and bring them together, all under one roof.

Combining your old pensions into a simple online plan, with one clear balance and one fair fee, will put you back in control of your pension savings. You'll be able to view your live pension balance, see your projected retirement income and contribute or take money out, from the age of 55, in just a few clicks.

TRY IT: Remember, pensions are an investment - your balance can go up and down, your capital is at risk. Visit pensionbee.com for more information.

Combine your old pensions into one new online plan manageable on your phone or any device you like.

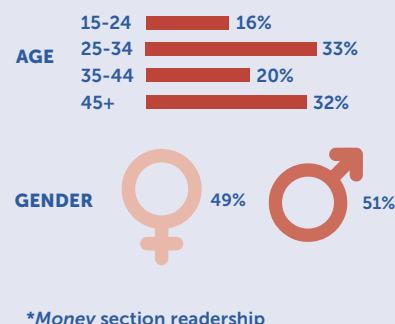
RATE CARD

| | | |
|---|---------------------------------------|---------|
| 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. |

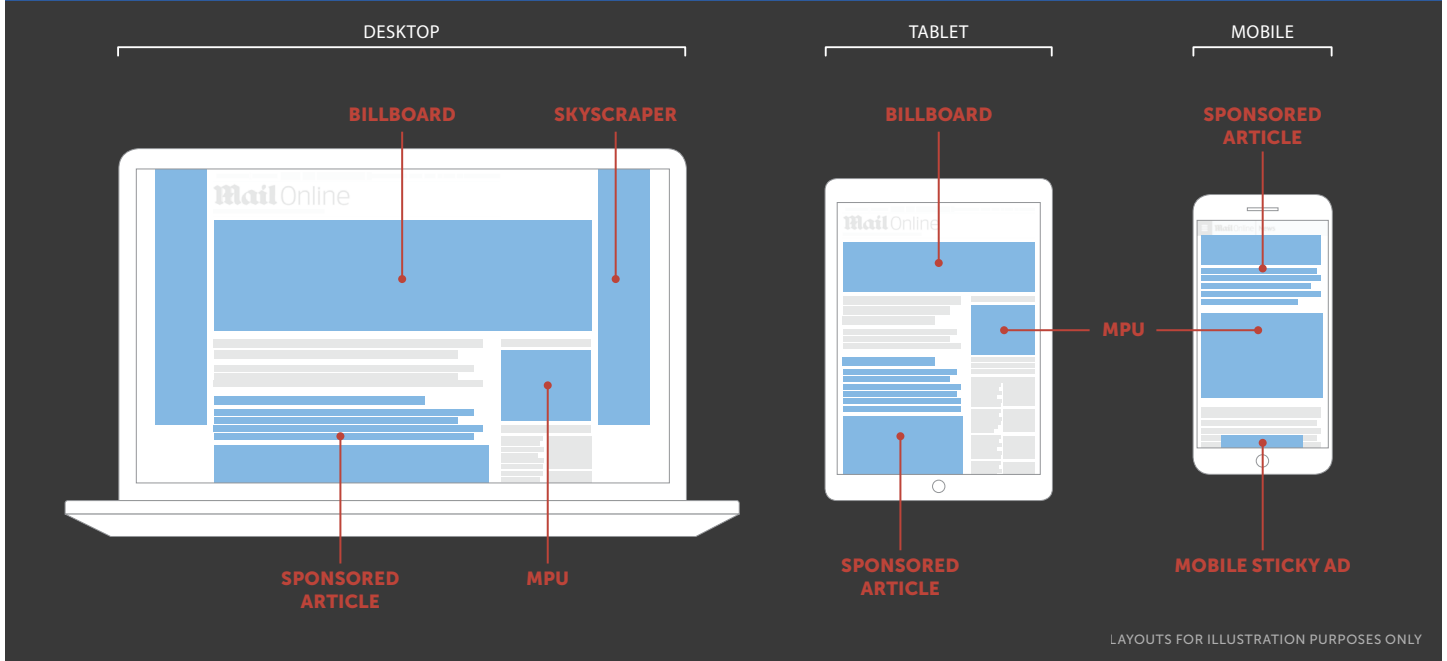
DISTRIBUTION

- Published within the first 5 articles on the *MailOnline* homepage and hosted on the *Money* page and *ThisIsMoney.co.uk* 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 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

- Financial Services Checklist is advertorial content compiled by The 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).