

# Food & Drink Checklist

10 TOP TRENDS THAT WILL TRANSFORM THE WAY YOU EAT IN AND DINE OUT

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**Food & Drink Checklist** is a sponsored article of native content published on the *Femail* page of the *MailOnline*. 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 *Femail* section and includes dofollow links for the benefit of all advertising partners SEO rankings.

*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. **Food & Drink Checklist** serves as the essential guide for readers to transform the way they eat in and dine out.

It showcases a high-quality selection of products, services and experiences to benefit the food savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and alfresco dining options.

Hosted on the *Femail* page of the *MailOnline*, **Food & Drink 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

- 6/10 readers like to try out new food recipes
- 30% of readers agree with the statement 'News on food influences my dietary habits'
- 35% of all website traffic comes direct to the *Femail* channel



# 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

Rice without rules from Tilda

Break the traditional rules of cooking, explore a world of delicious new ideas and take your taste buds on a journey with new Tilda Blends. The wholesome range of six products combine our signature Basmati with a range of ancient grains, adding interesting flavours and textures that take you on tasty adventures. Tilda Blends provides a fantastic canvas to inspire you to create anything from satisfying soups, sumptuous salads, spicy stews and a lot more stunning dishes.

Fuel your imagination with Basmati & Wild, combining aromatic Basmati with exotic wild rice. Basmati & Wild pairs perfectly with fresh fish or can be mixed with herbs and a zesty dressing for a light and refreshing salad. The other variants in the range include Basmati & Quinoa, Brown Basmati & Quinoa, Basmati Sunflower & Pumpkin Seeds, Smoked Quinoa & Basmati and Brown Basmati & Wild.

**TRY IT:** The whole Tilda Blends range is widely available in supermarkets nationwide. Visit [tilda.com/blends](http://tilda.com/blends) for delicious recipe inspiration.



Unleash your creativity with Tilda's range of rice blends

## RATE CARD

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

## 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

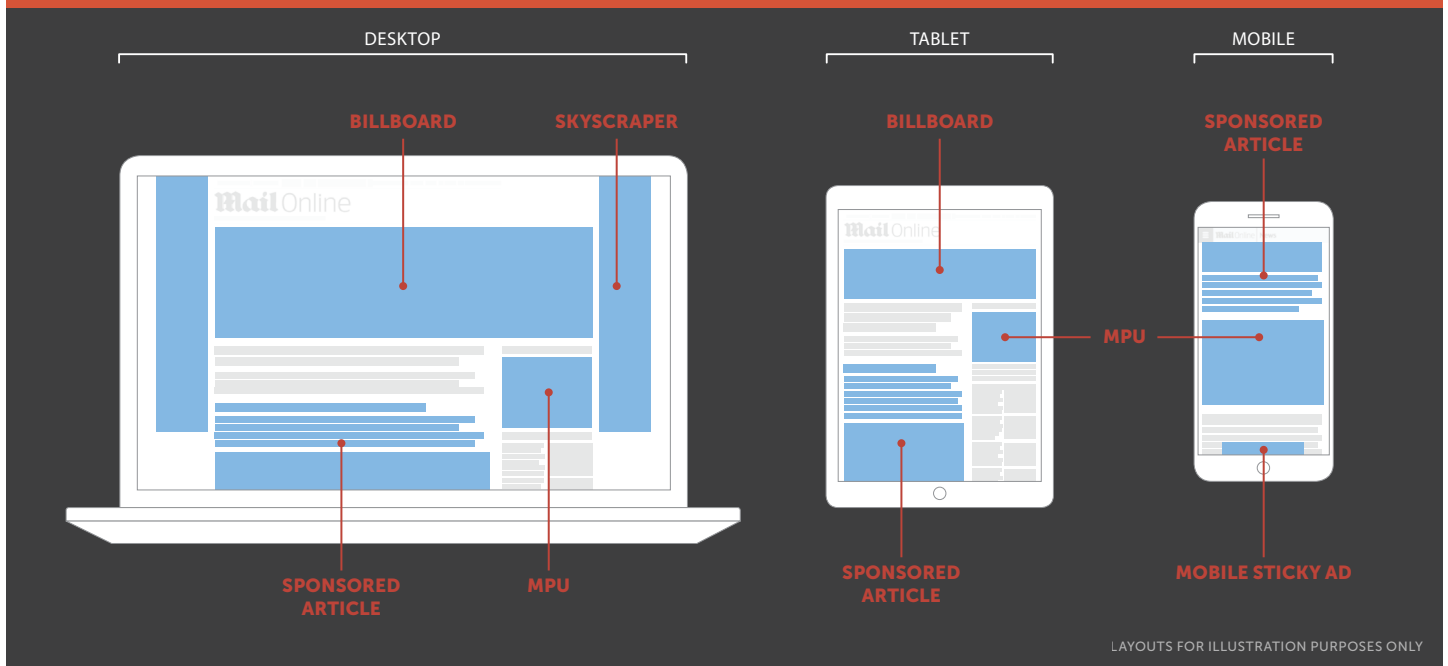
## DEMOGRAPHICS

AGE	15-24	16%
	25-34	33%
	35-44	20%
	45+	32%

GENDER	♀	66%
	♂	34%

\*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 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

- Food & Drink 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](http://hurstmediacompany.co.uk/hurst-media-advertising-terms).
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- Image use and copy are subject to MailOnline's editorial discretion.
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