

# HEALTH & WELLBEING SECRETS:

WANT TO LOOK GOOD AND LIVE BETTER? THESE ARE 10 BRANDS THAT WILL HELP YOU FEEL FABULOUS



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**Health & Wellbeing Secrets** is a native feature of 10 sponsored articles published on the *MailOnline* homepage. It appears in 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.

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. **Health & Wellbeing Secrets** serves as the essential guide to help these health-conscious readers make positive changes in order to lead an improved lifestyle for the New Year.

Curated by an experienced team of *MailOnline* copywriters, **Health & Wellbeing Secrets** showcases a high-quality selection of products and services, ranging from over the counter remedies, specialist clinics, beauty & cosmetic treatments, alternative therapy, and diet & fitness solutions.

**Health & Wellbeing Secrets** is the perfect shop window for brands and organisations looking to benefit from *MailOnline's* robust editorial environment, a mass readership who are concerned about their health and crucially the gravitas of being featured on one of the world's most visited websites.

## PARTICULARLY CONSIDERING

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



**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

### Overcome leaks in as little as 4 weeks

The menopause comes with a bag-load of problems for women; your hormones under attack, you might experience anything from hair loss to a drop in bone density. But one of the most embarrassing aspects of this time of life is bladder weakness.

TV star Nadia Sawalha knows this feeling only too well. The first time she realised there was an issue, she wet herself on a roller-coaster, while sat next to an unlucky friend. That's why she started using INNOVO after being recommended it by a friend. She explains: 'INNOVO looks like cycling shorts and uses muscle stimulation (NEMS) technology, which helps to contract the pelvic floor. It's quite a powerful sensation as you can literally feel your pelvic floor lift up! It makes you feel amazing. After using it for four weeks, I noticed a huge improvement and after 8-10 weeks, I felt like I had the pelvic floor that I had pre-children and menopause!'

**TRY IT:** Click [here](#) for more information and redeem your £25 off offer.



Nadia Sawalha is a fan of INNOVO, a dynamic system which tackles bladder weakness and strengthens your pelvic floor

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

## RATE CARD

### Native package

400k article views ② + 120,000 banner impressions respectively across:

- x3 MPUs ③
- x1 billboard ④
- x2 skyscrapers ⑤
- x1 mobile banner ⑥

**£29,950**

## 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

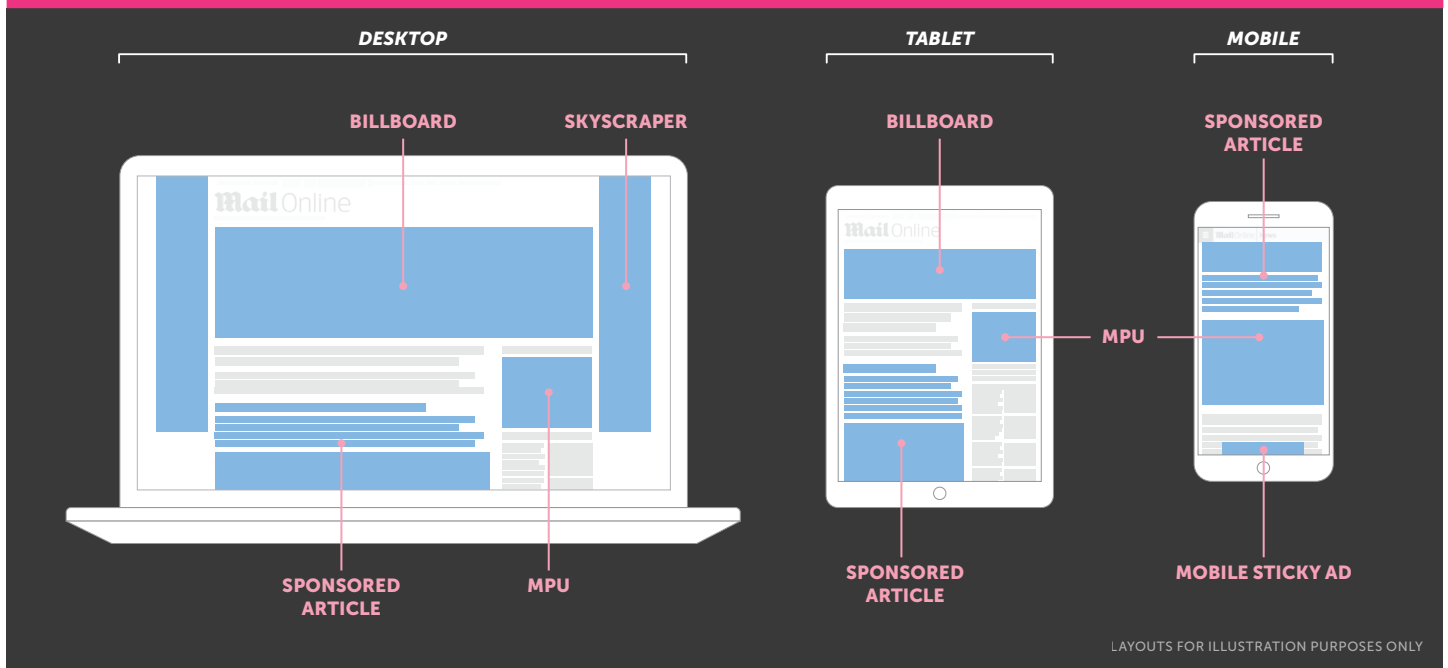
## DEMOGRAPHICS

|     |       |     |
|-----|-------|-----|
| 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 of 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

- Health & Wellbeing 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).