

Be Your Own Boss

checklist

THERE'S ALWAYS HELP AT HAND - HERE ARE 10 TOP COMPANIES THAT COULD HELP YOUR BUSINESS SUCCEED



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FINANCIAL WEBSITE OF THE YEAR

Be Your Own Boss Checklist is a native feature of 10 sponsored articles published on the MailOnline and ThisIsMoney.co.uk homepage. It initially appears on 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 Money section of MailOnline and on ThisIsMoney.co.uk and includes individual links for the benefit of all 10 advertising partners.

Curated by an experienced team of MailOnline copywriters, this native feature showcases a high-quality selection of 10 products and services, ranging from financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

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. Be Your Own Boss Checklist serves as the essential guide for these wealthy professionals who are embarking on their first business venture, as well as current business owners. It will give these readers a deeper insight into everything they need to know about starting their own company and bettering their business.

Hosted on the Money page of the MailOnline and on ThisIsMoney.co.uk, Be Your Own Boss 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'



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

Make your savings work for you

Are you keen to maximise your money and really make your savings work as hard as you do? If so then it might be time to swap banks. And Hampshire Trust Bank (HTB) could be the one for you. This specialist bank, staffed by experts, is focused on helping both UK personal and business customers fully realise their ambitions.

Its award-winning personal savings accounts are a great alternative to keeping cash in a regular current account, while fixed and variable rates give customers a range of options to choose from when it comes to their saving goals.

And the best bit? HTB is dedicated to lending to UK businesses, so you can be assured that your investments are helping to drive the British economy.

TRY IT: For more information on the range of savings accounts and rates available, click [here](#) or call their dedicated UK-based support team.



Let the experts at Hampshire Trust Bank get your savings working hard for you.

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

RATE CARD

Native package

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

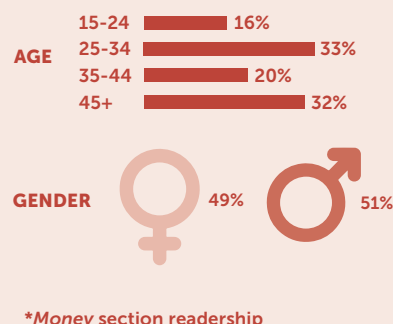
- x3 MPUs **3**
- x1 billboard **4**
- x2 skyscrapers **5**
- x1 mobile banner **6**

£29,950

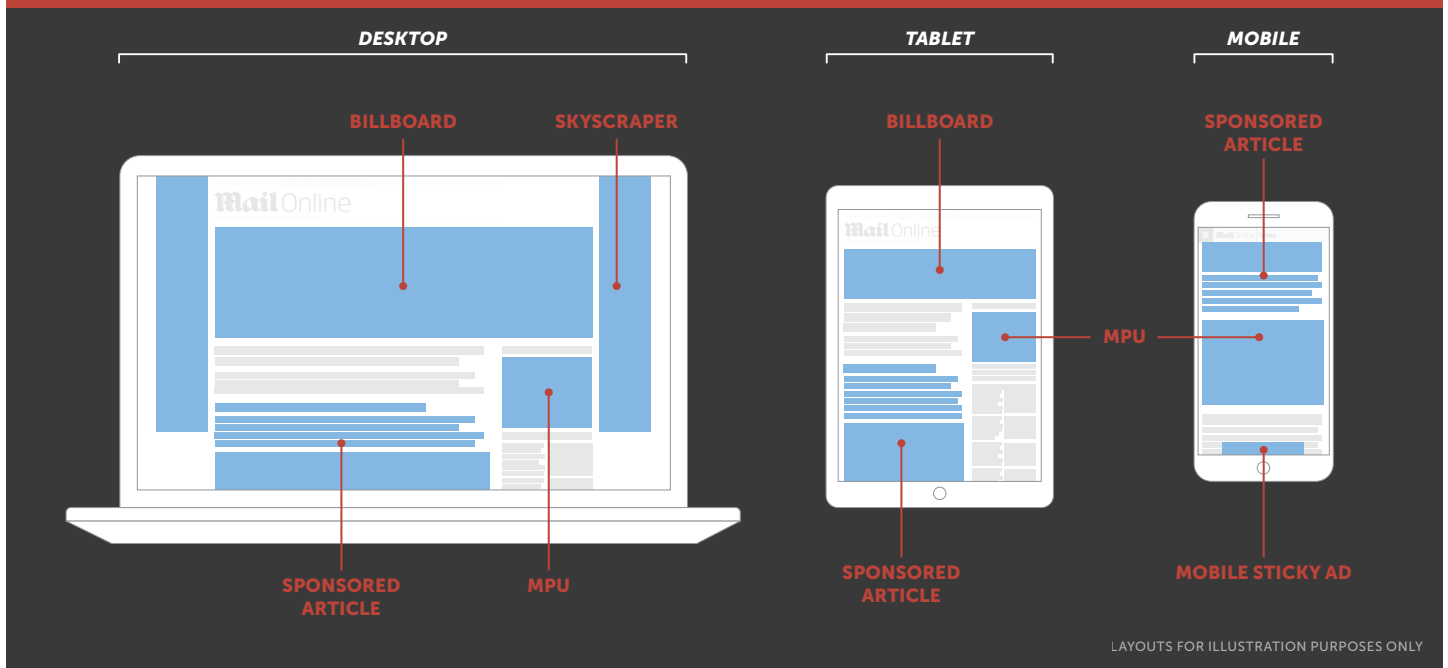
DISTRIBUTION

- Published within the first 5 articles on the MailOnline homepage and hosted on the Money page and ThisIsMoney.co.uk perpetually
- Minimum 400,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS



ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Brief:** A brief will be supplied
- **Headline & article:** Written by MailOnline
- **Article word count:** 150 words

IMAGE SPECIFICATION

- **Image size:** 634px (w) x 415px (h)
- **Image caption:** Written by MailOnline
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

The article image should be high quality lifestyle photography 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 written 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

- Be Your Own Boss 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).