

# Retirement Planning

## checklist



**PLANNING TO RETIRE OR KNOW SOMEONE WHO IS?  
HERE ARE 10 TIPS FOR A HAPPY RETIREMENT**

PUBLISHED WITH **MailOnline** & **This is MONEY.co.uk** FRIDAY 6 MARCH 2020  
FINANCIAL WEBSITE OF THE YEAR

Retirement Planning 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.

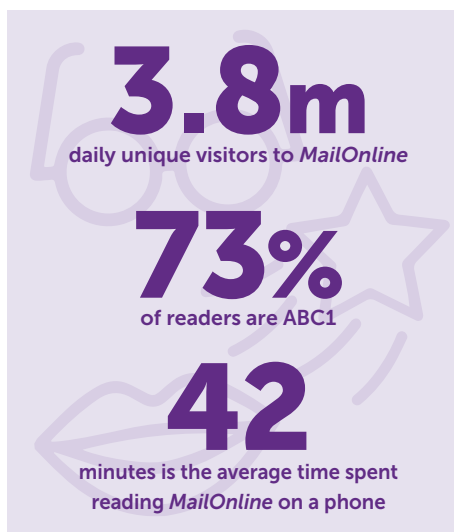
The MailOnline is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. ThisIsMoney.co.uk is the number one online destination for financial information and advice, with 3.8m monthly unique visitors. The Money page of MailOnline boasts an affluent readership, with average savings and investments of £26,500 and 71% who are ABC1. Retirement Planning Checklist serves as the essential guide to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement.

Curated by an experienced team of MailOnline copywriters, it showcases a high-quality selection of 10 products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Hosted on the Money page of the MailOnline and on ThisIsMoney.co.uk, Retirement Planning 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

#### An inspiring way to spend your golden years

Inspired Villages run retirement villages in six locations across the UK with a range of property types to buy or rent. Each Inspired Village represents a place to feel comfortable and reassured; to savour the company of family and friends and to discover new passions, explore new places and indulge old interests. Each village has wellbeing as central to its purpose, and so provides a spa, gym, shop, and a cafe and/or restaurant to help support a fulfilled and active lifestyle.

Grounds are spacious and attractively landscaped, with locations in Warwickshire, Cheshire, Hampshire, Devon and West Sussex and Kent, an Inspired lifestyle offers a choice of town, country or coastal living. The apartments are well-designed and built to a high specification with modern features conducive to ease of living.

**TRY IT:** With a host of fantastic move-in packages, an Inspired Village apartment has never been easier to obtain! Click [here](#) for more details or call 0800 331 7430.



Inspired Villages is synonymous with luxury, choice and reassurance.

**CLICK HERE TO SEE A LIVE FEATURE**

### RATE CARD

#### Native package

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

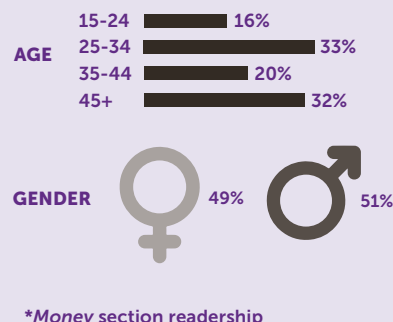
- x3 MPUs 3
- x1 billboard 4
- x2 skyscrapers 5
- x1 mobile banner 6

**£29,950**

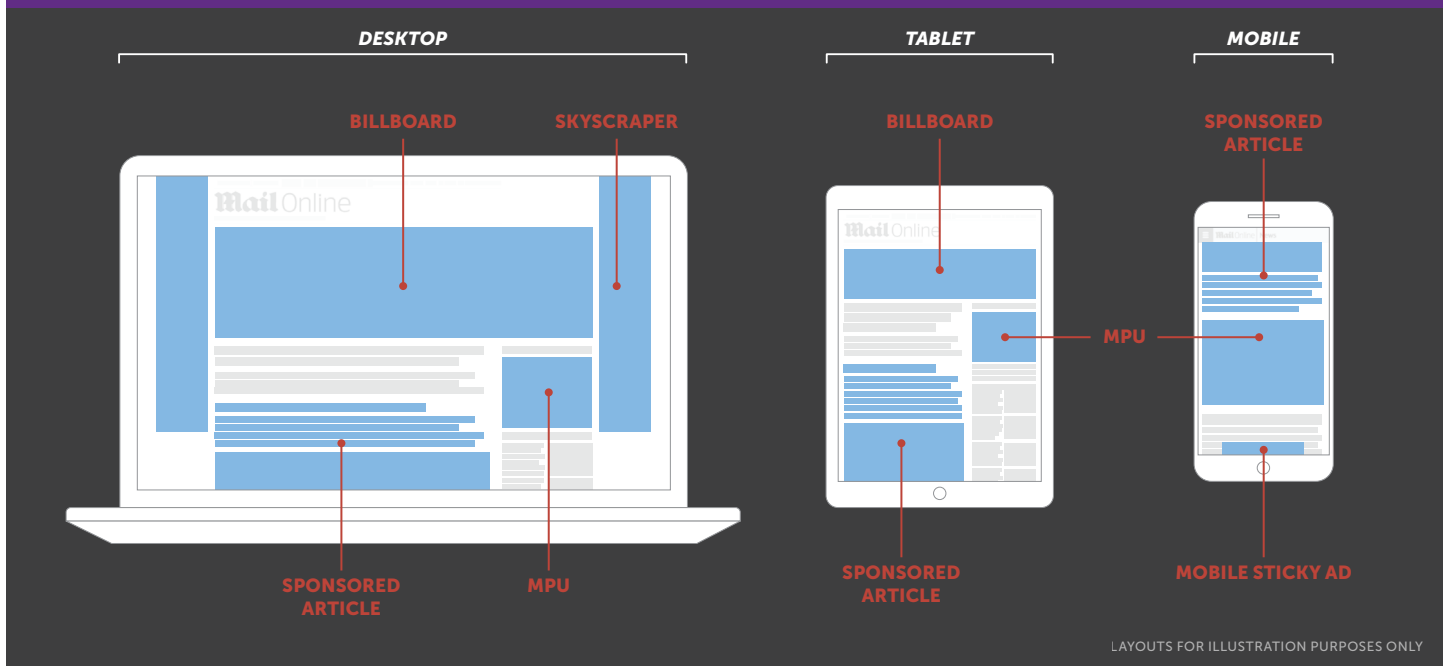
### DISTRIBUTION

- 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](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 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

- Retirement Planning 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).
- 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).