

Family checklist

**IT'S TIME TO FOCUS ON THE FAMILY:
HERE ARE 10 TOP IDEAS THAT'LL MAKE
LIFE JUST THAT BIT EASIER**



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Family Checklist is a native feature of 10 sponsored articles published on the *MailOnline* homepage. It initially 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 10 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. **Family Checklist** serves as the essential guide to help parents make the best choices available for their children.

Curated by an experienced team of *MailOnline* copywriters, **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and family finances.

Family Checklist 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 family 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
- *MailOnline* reaches 65% of mums every month
- 6/10 *MailOnline* readers like to try out new food products



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

Ultimate peace of mind that you're giving your child the best start in life **2**



iCandy pushchairs are designed in the UK to ensure absolute perfection and unrivalled style.

The multi-functional iCandy Peach is famous for its one-handed fold, ability to convert into a double stroller and fashion forward colourways.

The engineering of the pushchairs are more in line with aeronautical design than that of a traditional pushchair. Strong, lightweight aluminium frames with iconic styling set them apart from the competition. The ride for baby seamless, safe and deliciously comfortable, and the experience for you a pure pleasure. Just as important as the design is the look - the look of luxury, modernity and style.

When you choose an iCandy, you're not just buying a pushchair - you're guaranteeing the utmost in quality, safety and functionality for your child and your family.

TRY IT: Click here to discover the iCandy Peach, worth £999!

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**

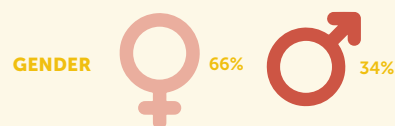
£29,950

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

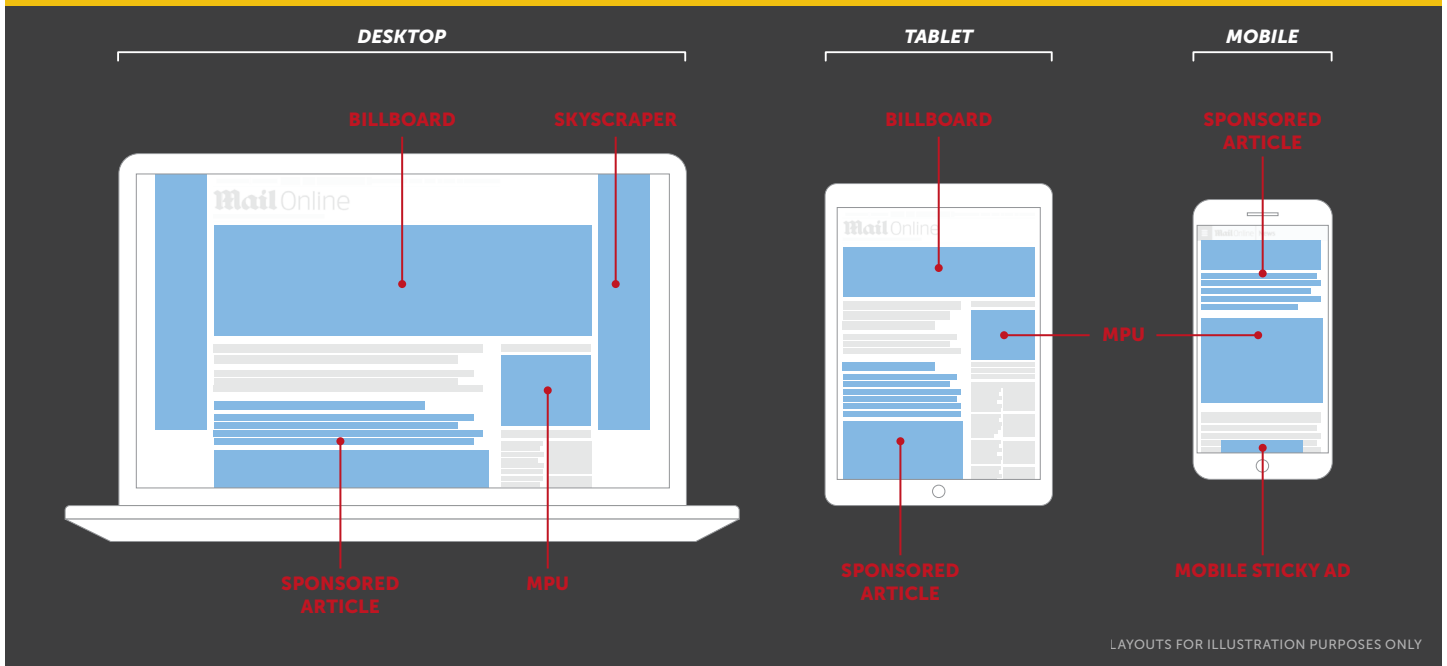
DEMOGRAPHICS

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



**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

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

- Family 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).