

HEALTH & WELLBEING SECRETS:

WANT TO FEEL HAPPIER AND HEALTHIER? HERE ARE 10 TOP INSPIRATIONS TO GET YOU LOOKING AND FEELING GREAT - INSIDE AND OUT!



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

Curated by an experienced team of *MailOnline* copywriters, **Health & Wellbeing Secrets** showcases a high-quality selection of 10 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 now than they have in the past



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

Smile wider and prouder with Perfect White Black

Perfect White Black Toothpaste and Mouthwash go hand-in-hand to give an all-round, highly effective clean, the effects of which can be felt throughout the day. Beverly Hills Formula were first to market with the secret weapon of Activated Charcoal, which has been clinically proven to be one of the most effective stain removal ingredients available today. Perfect White Black works to whiten teeth, remove deep surface stains, helps to eliminate the bacteria that causes nasty bad breath.

Beverly Hills Formula has developed their most intriguing product yet, replicating their award-winning activated charcoal formulation into a whitening kit. Scientifically formulated to reduce plaque and harmful bacteria, the peroxide free whitening kit includes 28 charcoal infused strips and as well as a highly innovative whitening pen, ensuring a whiter, brighter smile in 5 simple steps.

TRY IT: Beverly Hills Formula Perfect White range is exclusive to Superdrug and Tesco Ireland Stores. Click here to get yours.



A pioneer in activated charcoal, Perfect White treatments can get your oral health back up to scratch and leave your smile beaming, stain-free and fresh

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

RATE CARD

Sponsored article and banner package

circa 210,000 impressions across:

1 sponsored article — 2

3 MPUs — 3

1 billboard — 4

2 skyscrapers — 5

1 mobile banner — 6

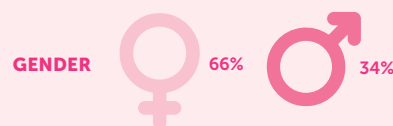
£29,950

DISTRIBUTION

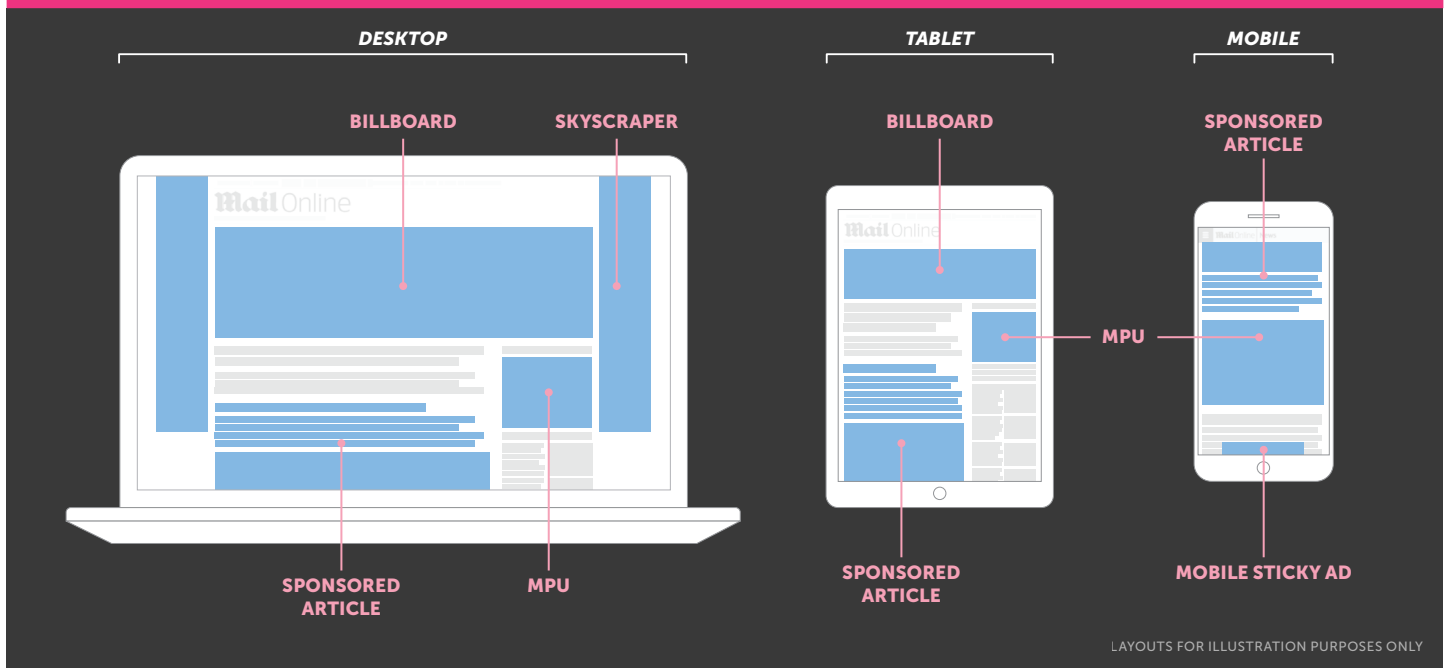
- Published within the first 5 articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 400,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS

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



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 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.
- 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).