

# AT HOME AND GARDEN *checklist* ✓

10 TOP INSPIRATIONS FOR THOSE LOOKING TO LIVE A HAPPY, HEALTHIER AND FULFILLING LIFE AT HOME

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**At Home & Garden Checklist** is a native feature of 10 sponsored articles published on the *MailOnline* homepage. It initially appears on the first five articles of the sidebar **1** and is guaranteed a minimum of 200,000 views. The advertorial content is hosted perpetually on the *Femail* section of *MailOnline* with 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, such as home learning, food delivery, entertainment, lawn games, al fresco dining, gardening, DIY and interiors.

The *MailOnline* is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *Femail* page of the *MailOnline* boasts an affluent readership, with 73% who are ABC1. **At Home & Garden Checklist** serves as the essential guide for readers on ways to live a happy, healthier and fulfilling life at home by keeping the entire family entertained both indoors and out.

Hosted on the *Femail* page of the *MailOnline*, **At Home & Garden 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

- 35% of all website traffic comes direct to the *Femail* channel
- 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



**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

Add value - and protection - to your home



From glass verandas to garage doors - and security systems - Crocodile products add style and value to your home

No matter how perfect your home feels, there is always room for improvement. And if you can add value in the process, all the better!

With Crocodile, you can put your own stamp on your house - while even boosting its worth.

From their super-stylish Stowaway garage doors operated at the push of a button to chic enclosed glass verandas and winter gardens that allow you to enjoy your garden whatever the weather, there's a Crocodile product for everyone.

They are also experts in giving you peace of mind at home thanks to their Homecare Security Shutters system that offers all round protection.

All products are bespoke to your specific requirements and your wallet won't take a huge hit, either - Crocodile offer two years' interest free credit.

**The info.** Click [here](#) for more information about Crocodile products.

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

## RATE CARD

### Native package

200k article views **2** + 60,000 banner impressions respectively across:

x3 MPUs **3**

x1 billboard **4**

x2 skyscrapers **5**

x1 mobile banner **6**

**£19,950**

## DISTRIBUTION

- Published within the first five articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 200,000 article views guaranteed
- Available nationwide

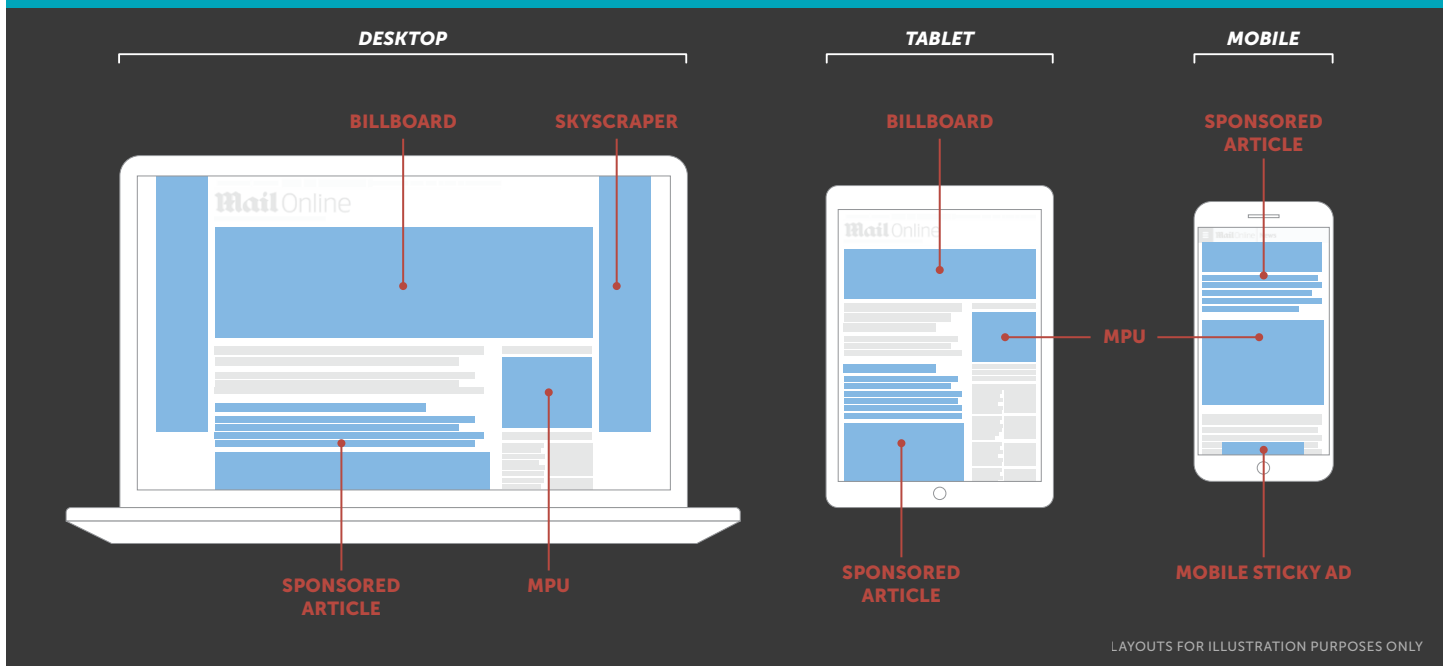
## DEMOGRAPHICS

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

GENDER	♀	66%	♂	34%
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\**Femail* section readership

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Brief:** A brief will be supplied for client to fill out
- **Headline of 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

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](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 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

- At Home & Garden 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).