

# Food & Drink *checklist* ✓

GET INSPIRED AND TRANSFORM YOUR EATING HABITS  
WITH THESE 10 TOP TRENDS THAT WILL TRANSFORM  
THE WAY YOU EAT AND DRINK



PUBLISHED WITH **MailOnline** ON FRIDAYS

**Food & Drink Checklist** is a native feature of 10 sponsored articles published on the *MailOnline* homepage. It initially appears on the first 5 articles of the sidebar **1** and is guaranteed a minimum of 200,000 views - the advertorial content is hosted perpetually on the popular *Femail* section and includes individual links for the benefit of all 10 advertising partners.

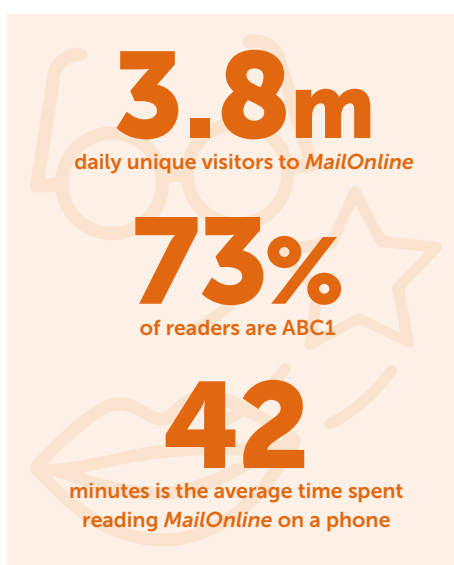
*MailOnline* is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *Femail* page of *MailOnline* boasts a young, affluent readership, with 69% aged between 15-44 and 73% who are ABC1. **Food & Drink Checklist** serves as the essential guide for readers to transform the way they eat in and dine out.

It showcases a high-quality selection of products, services and experiences to benefit the food savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and alfresco dining options.

Hosted on the *Femail* page of the *MailOnline*, **Food & Drink Checklist** is the perfect shop window for brands and organisations to benefit from an affluent audience, who are highly suggestible to new purchasing ideas.

## PARTICULARLY CONSIDERING

- 30% of readers agree with the statement 'News on food influences my dietary habits'
- 6/10 readers like to try out new food recipes
- 35% of all website traffic comes direct to the *Femail* channel



## SPONSORED ARTICLE EXAMPLE

Your favourite ritual, but plastic free



Percol's revolutionary packaging is made from sustainably sourced materials

Most of us love our morning cup of coffee but how environmentally friendly is the packaging of your favourite beans?

The UK produces a staggering 100 million non-recyclable packs of ground and beans coffee every year, all of which end up being incinerated or being sent to landfill sites.

But now, Percol Coffee is attempting to address this huge issue with its plastic free, home compostable packaging: the first of its kind in the world for coffee.

This revolutionary packaging is made from sustainably sourced materials like paper and plant fibres, ensuring it will break down in your garden compost bin in less than 26 weeks.

Once it has broken down you can use it in the garden to improve the quality of your soil so it's a brilliant win-win, giving UK coffee lovers a sustainable way to enjoy their cup of Joe.

Percol is available in Tesco, Waitrose, Sainsbury's and all other major supermarkets

**The info:** Find out more [here](#) and buy now at Tesco by clicking [here](#)

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

## RATE CARD

### Native package

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

x3 MPUs **3**

x1 billboard **4**

x2 skyscrapers **5**

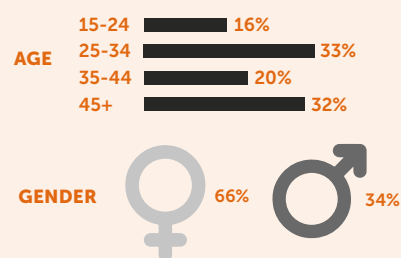
x1 mobile banner **6**

**£19,950**

## DISTRIBUTION

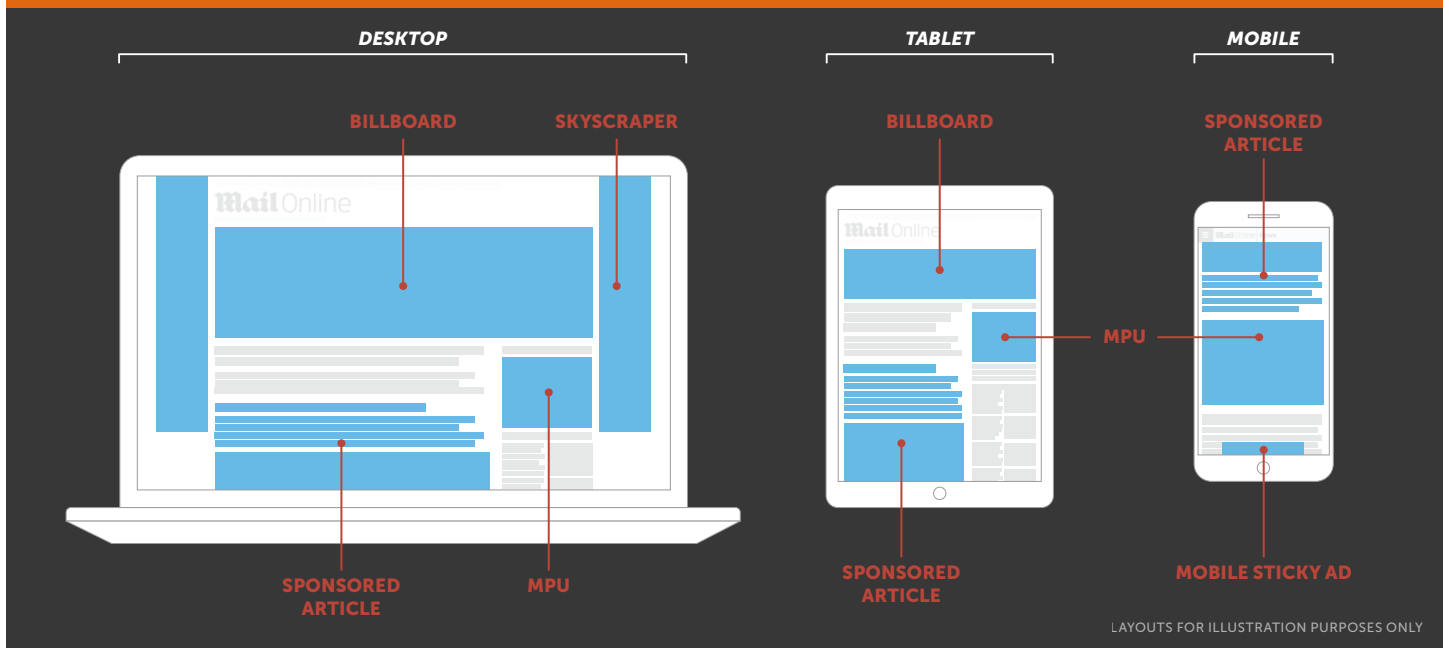
- Published within the first five articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 200,000 article views guaranteed
- Available nationwide

## DEMOGRAPHICS



\*Femail section readership

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the 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

- Food & Drink 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).

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