

# Health and Wellbeing

## checklist

WANT TO LOOK GOOD AND LIVE BETTER? THESE ARE 10 BRANDS THAT WILL HELP YOU FEEL FABULOUS

PUBLISHED WITH **MailOnline** FRIDAY 24 APRIL 2020

**Health & Wellbeing 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. **Health & Wellbeing Checklist** 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 Checklist** 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 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 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

Get the support you need



Back in Action are experts in providing comfortable, supportive products that will help ease back pain when other treatments have failed

Is back pain driving you mad? Have you tried helping ease back pain through furniture? Or gadgets your private practitioner might not like to mention? From portable supports for your car to a comfortable computer chair or a magical mattress, Back in Action has been working for 30 years to develop products to restore the youthfulness of your back.

Their products aren't just made for comfort, but to help keep your spine supported and healthy. From The Actulium (an elegant chair that can reduce sitting fatigue improve posture and reduce lower back pain) to the life-changing Back in Action Mobiliser (developed for people who have been dealing with chronic back pain for six or more months).

Talking about the product, thrilled customer S. Hayward explained: 'Completely changed my life. I had major back surgery 17 years ago (was bed bound for 2 years) and after trying the Mobiliser 7 years ago I woke up straight for the first time in years.'

**The info:** Do something today! Click [here](#) to explore Back in Action's Ten Best Solutions... the next user quote might be yours!

[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**

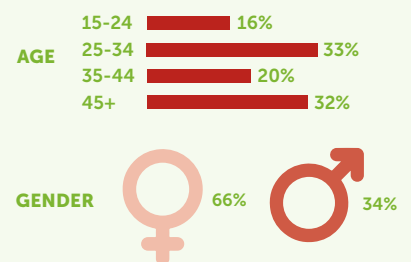
x1 mobile banner **6**

**£29,950**

### DISTRIBUTION

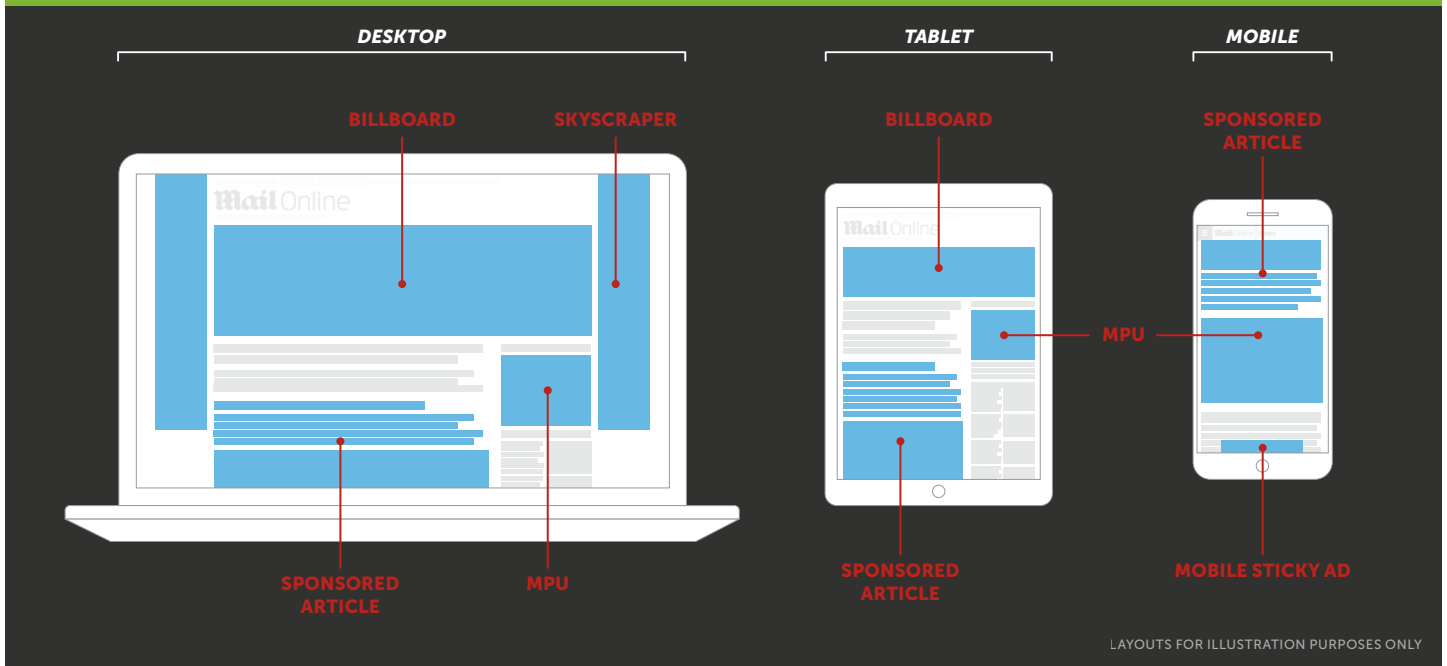
- Published within the first 5 articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 400,000 article views guaranteed
- Available nationwide

### DEMOGRAPHICS



\**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](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

- Health & Wellbeing 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).