

New Year's Resolutions

checklist 

10 TOP WAYS TO STICK WITH YOUR NEW YEAR'S RESOLUTIONS

(Eventual title will be chosen by the MailOnline on basis of SEO score to drive highest traffic, engagement and searchability)

PUBLISHED WITH **MailOnline** ON FRIDAYS

New Year's Resolutions Checklist is a sponsored article of native content published on the *MailOnline* homepage. It appears on the first 10 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 advertising partners.

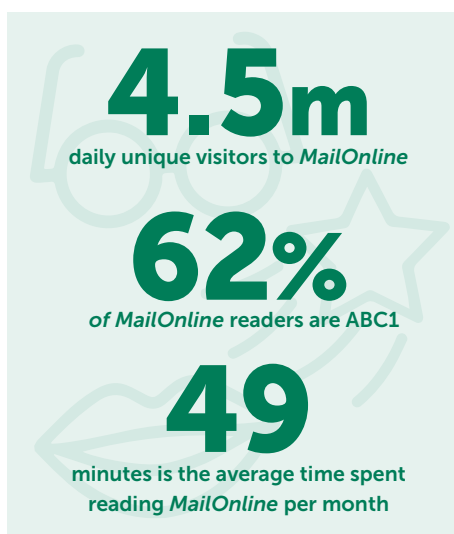
MailOnline is one of the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *Femail* page of *MailOnline* boasts a young, affluent readership, with 69% aged between 15-44 and 62% who are ABC1. **New Year's Resolutions Checklist** serves as the essential guide to help readers make positive changes in order to lead an improved lifestyle for 2021.

New Year's Resolutions Checklist showcases a high-quality selection of products and services, ranging from specialist food supplements, alternative therapies, diet and fitness advice, new adventures and hobbies, as well as ways to save money and break bad habits.

Hosted on the *Femail* page of the *MailOnline*, **New Year's Resolutions 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

- 41% of readers are more likely to have bought health products online
- 13million readers are eating more healthily now than they have in the past
- 1 in 2 readers look after their health to improve their appearance.



SPONSORED ARTICLE EXAMPLE

Start off your new year with a white smile **2**



Our smiles are one of the things people notice first about us - so make sure you're stepping into the new year with teeth that are ready for their close up.

Luckily for us, Beverly Hills Formula have a new and improved Professional White Range. The range includes Professional White Black Pearl Whitening, with its new advanced formula which contains Activated Charcoal to help eliminate bacteria causing bad breath. This is combined with professional whitening ingredient PAP, Advanced Pyrophosphate, Hydrated Silica and Pearl Powder, to help remove surface and deep stains without harming the enamel.

Meanwhile, their newly launched Professional White Advanced Silver Whitening ingredients include Nano-Silver, Hyaluronic Acid and professional whitening ingredient PAP - which all help to achieve strong antibacterial and anti-plaque action. Now, that's something to smile about!

The info: [Click here](#) to shop Beverly Hills Formula and save a 3rd at Boots.

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

RATE CARD

Native package £15,000

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

x1 MPU **3**, x1 billboard **4**, x1 skyscraper **5**, x1 mobile banner **6**

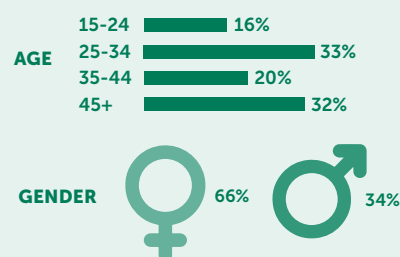
Video upgrade £1,000

Competition Upgrade £1,000

DISTRIBUTION

- Promoted on the sidebar of the MailOnline homepage and hosted on the *Femail* section perpetually
- Minimum 200,000 article views guaranteed
- 1,000 guaranteed clicks on display ads
- Available nationwide

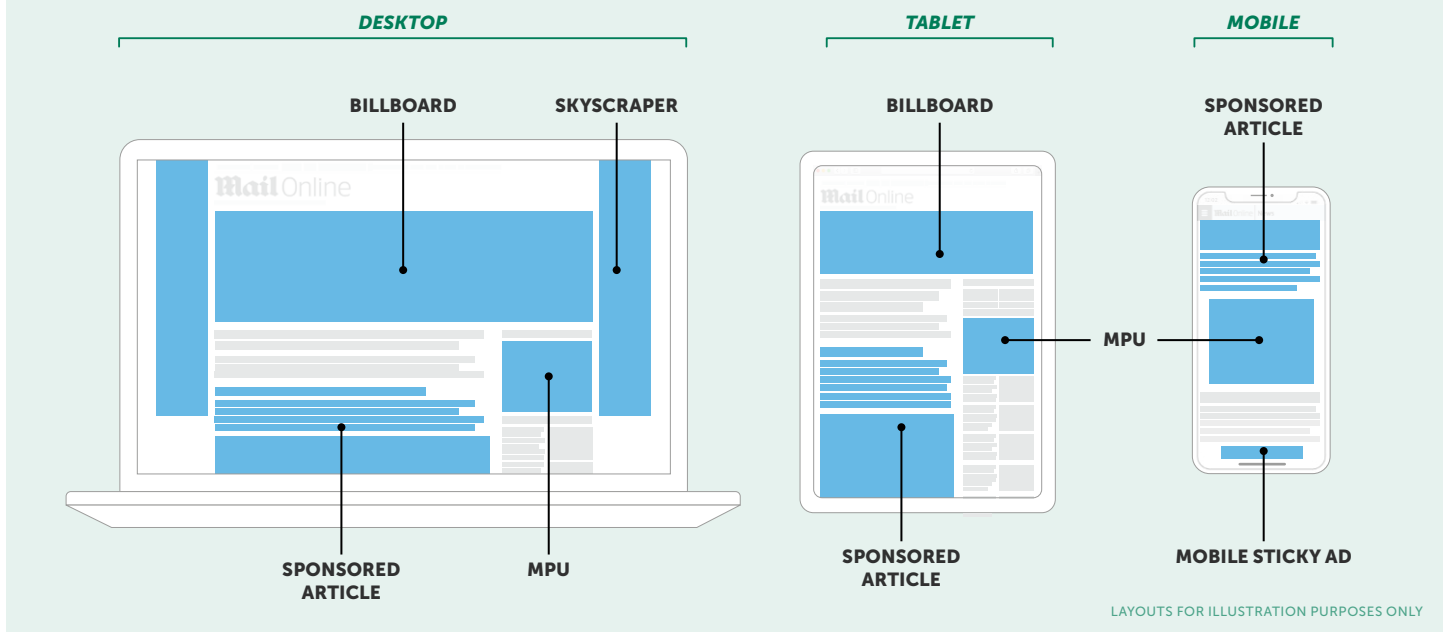
DEMOGRAPHICS



*Femail section readership

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

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:** 1000px (w) x 667px (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. In case of a video upgrade, that should be supplied as an MP4 file (16:9 ratio, 30" recommended length).

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, unless advised otherwise.

TERMS & CONDITIONS

- New Year's Resolutions Checklist is advertorial content compiled by 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](#).
- 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.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).

CONTACT DETAILS
Hurst Media Company
United House, North Road
N7 9DP

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES
Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk
PRODUCTION DEPT.
Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

