


# NEW YEAR'S RESOLUTIONS

*checklist* 

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

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  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.

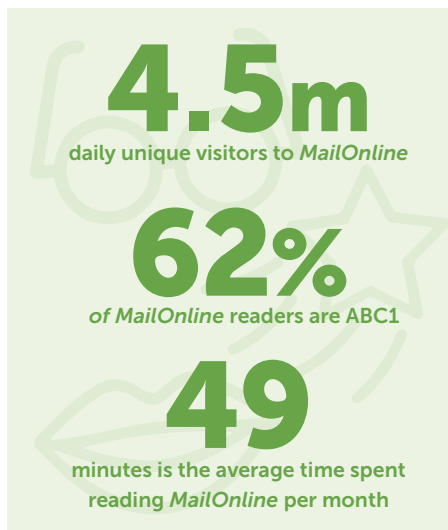
*MailOnline* is one of the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *Femail* page of *MailOnline* boasts a young, affluent readership, with 69% aged between 15-44 and 73% who are ABC1. **New Year's Resolutions Checklist** serves as 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 



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

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

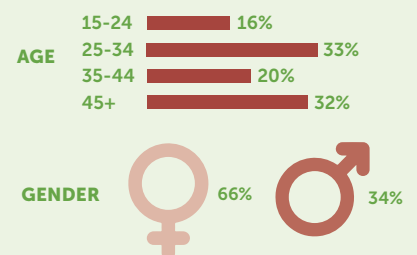
- x1 MPU 
- x1 billboard 
- x1 skyscraper 
- x1 mobile banner 

**£19,950**

### DISTRIBUTION

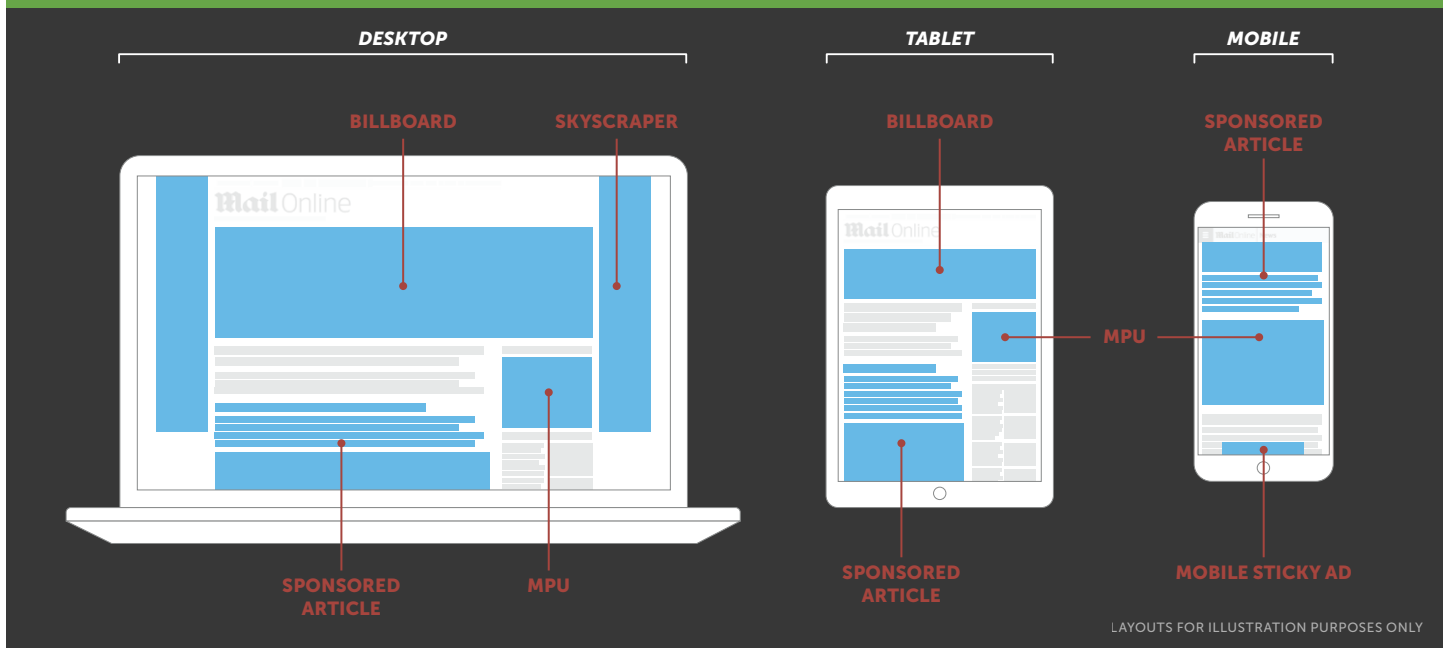
- Published within the first ten articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 200,000 article views guaranteed
- Available nationwide

### 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 423px (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

- 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: [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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