

Beauty and Fashion *checklist* ✓

10 TOP WAYS TO LOOK AND FEEL YOUR BEST THIS SUMMER

PUBLISHED WITH MailOnline ON FRIDAYS

Beauty & Fashion Checklist is a native feature of 10 sponsored articles published on the MailOnline homepage. It initially appears in 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 10 advertising partners.

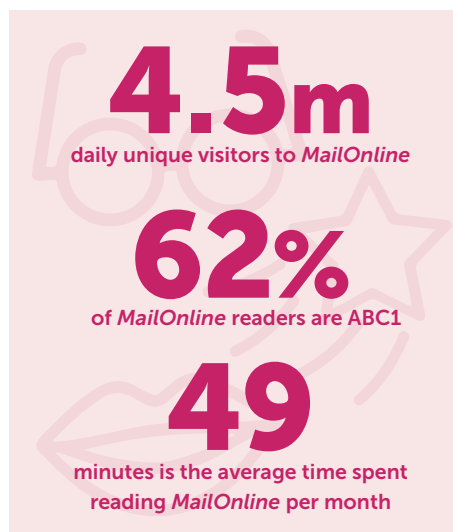
The MailOnline is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The Femail page of MailOnline boasts a young, affluent readership, with 69% aged between 15 to 44 and 73% who are ABC1. **Beauty & Fashion Checklist** therefore serves as the essential guide to help readers conscious about their appearance to make positive changes in order to look and feel their best.

Curated by an experienced team of MailOnline copywriters, **Beauty & Fashion Checklist** showcases a high-quality selection of 10 products and services. This includes specialist clinics, hair & makeup essentials, beauty & skincare products, cosmetic & aesthetic procedures, clothing, shoes & accessories, spas, rejuvenation treatments, plus diet & fitness solutions.

Beauty & Fashion 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 image and crucially the gravitas of being featured on one of the world's most visited websites.

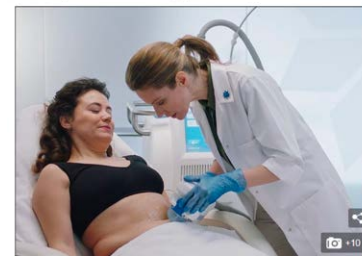
PARTICULARLY CONSIDERING

- 41% of readers say they take great pleasure in looking after their appearance
- 1 in 2 readers look after their health to improve their appearance
- 3 in 4 female readers agree that having bad skin makes them feel less confident and their appearance affects their mood



SPONSORED ARTICLE EXAMPLE

Freeze away stubborn fat without surgery



The CoolSculpting technology freezes your fat cells and is the easy, safe alternative to liposuction, with visible results after just one session

We have all been there...no matter how hard you diet and exercise, sometimes those troublesome (read: wobbly) bits just won't shift.

That's where CoolSculpting can help. The Cosmetic Skin Clinic, founded by non-surgical expert Dr. Tracy Mountford, is the No.1 CoolSculpting clinic not only in the U.K., but across all of Europe. With 7 years and over 16,000 CoolSculpting treatments under its trim belt, The Cosmetic Skin Clinic's team of expert CoolSculpting practitioners will help you tackle everything from re-contouring upper and lower abs to shifting mummy tummies, as well as back fat, bra fat, muffin tops, bingo wings and even those troublesome double chins.

CoolSculpting is an FDA-cleared, safe, and proven technology which provides our patients with total peace of mind. It works by freezing the unwanted fat cells, which then in turn triggers the body to remove them, recontouring and reshaping the body with little to no downtime. And the best bit? Once the treated fat cells are gone, they're gone for good.

The Info: To schedule your complimentary CoolSculpting assessment and consultation with one of our experts, click [here](#).

CLICK HERE TO SEE A LIVE FEATURE

RATE CARD

Native package

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

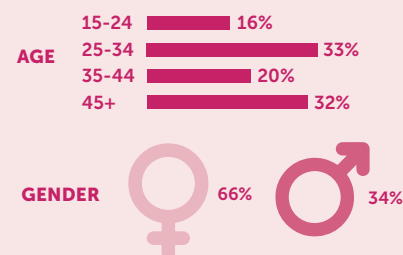
- x1 MPU **3**
- x1 billboard **4**
- x1 skyscraper **5**
- x1 mobile banner **6**

£19,950

DISTRIBUTION

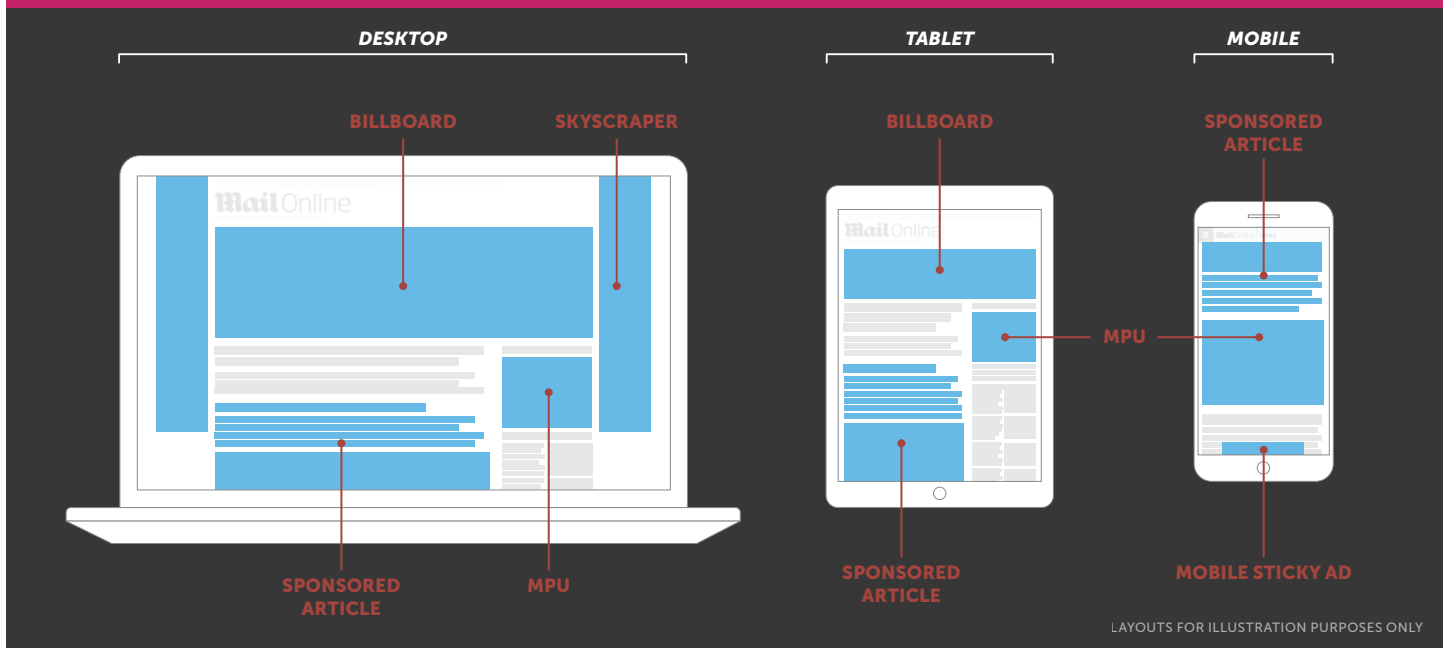
- Promoted on the sidebar of the MailOnline homepage and hosted on the Femail page perpetually
- Minimum 200,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS



*Femil 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

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 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.
- 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).