

# Beauty and Fashion *checklist* ✓

## 10 TOP WAYS TO LOOK AND FEEL YOUR BEST THIS AUTUMN

(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

**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 Femal section and includes individual links for the benefit of all 10 advertising partners.

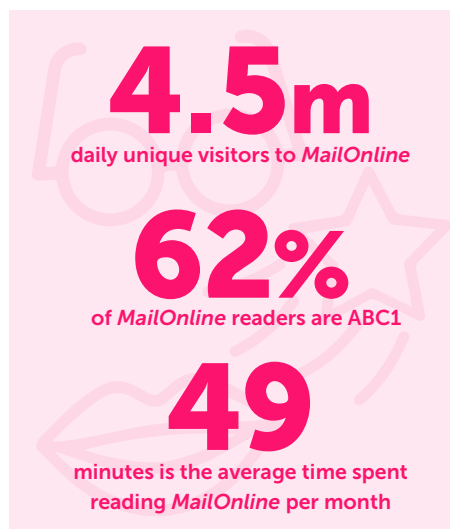
The MailOnline is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The Femal page of MailOnline boasts a young, affluent readership, with 69% aged between 15 to 44 and 62% who are ABC1. **Beauty & Fashion Checklist** therefore serves 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

Dress to impress (for less!)



As one of the leading independent retailers of luxury fashion, Choice know a thing or two when it comes to cutting-edge style.

With brands including Moncler, Canada Goose, Mallet, Dsquared2, Kenzo and Marc Jacobs, Choice Store brings an elevated experience to your wardrobe needs.

Their buying teams only work with the best fashion houses in the industry and are always on the lookout for brands that bring a little something different to the table, but never compromise on style.

Their men's and women's ranges cater for every occasion, be it a night out on the town or a meeting while working from home. So whenever you want to look your best, Choice can help you out.

The Info: Click here to find out more and see Choice's latest offers.

[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

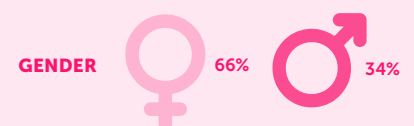
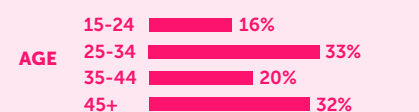
**Video upgrade £1,000**

**Competition Upgrade £1,000**

### DISTRIBUTION

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

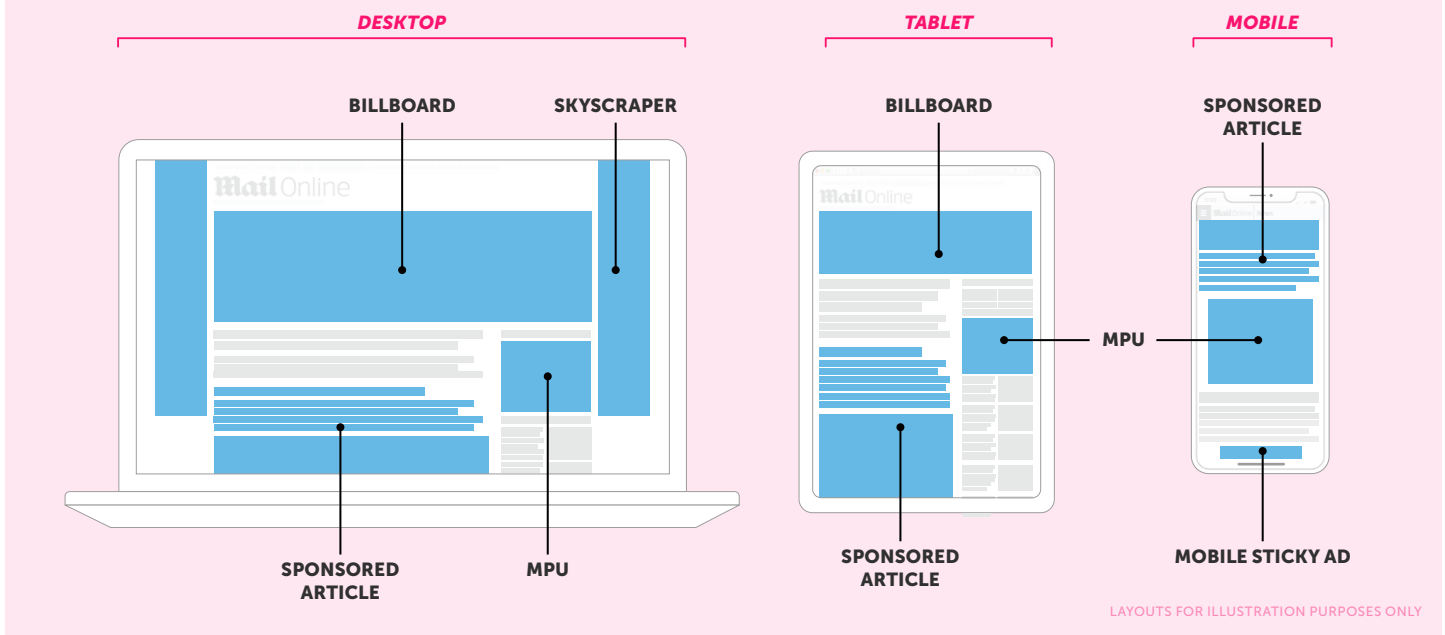
### DEMOGRAPHICS



\*Femal 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](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, unless advised otherwise.

### TERMS & CONDITIONS

- Beauty & Fashion 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**  
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