

# Health and Wellbeing

## checklist

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

PUBLISHED WITH Daily **Mail**.com ON FRIDAYS

Health & Wellbeing Checklist is a native feature of the top 10 sponsored articles published on *DailyMail.com*'s homepage. It initially appears in the first 5 articles of the sidebar **1** and is guaranteed a minimum of 100,000 views. The advertorial content is hosted perpetually on the popular *Femail* section with individual links to the benefit of 10 advertising partners.

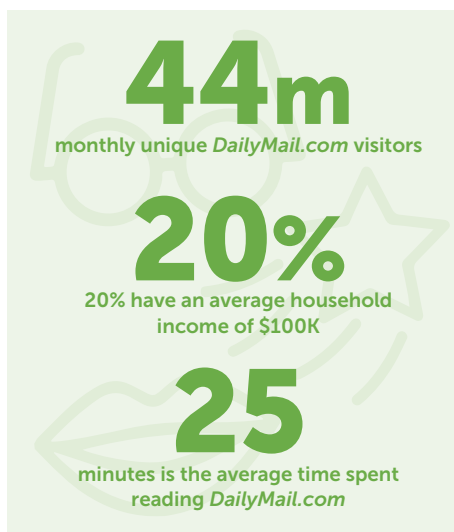
*DailyMail.com* is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The *Femail* page of *DailyMail.com* boasts a young, affluent readership, with women visiting an average of 13 times per month. Health & Wellbeing Checklist serves 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 copywriters from *DailyMail.com*, Health & Wellbeing Checklist showcases a high-quality selection of 10 products and services, from over the counter remedies, specialist clinics, beauty & cosmetic treatments, alternative therapy, healthy food, supplements, gym equipment and diet & fitness solutions.

Health & Wellbeing Checklist is the perfect shop window for brands and organisations looking to benefit from *DailyMail.com*'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

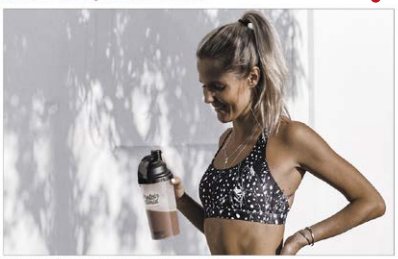
- 41% of readers are more likely to have bought health products online
- 1 in 2 readers look after their health to improve their appearance
- 13 million readers are eating more healthily now than they have in the past
- 630K daily unique users have kids at home



### SPONSORED ARTICLE EXAMPLE

**2**

**Slender Blend** is a low-calorie, low-sugar, high-protein World



The Slender Blend is a low-calorie, low-sugar, high-protein shake

When you're looking to slim down and feel great, why not shake things up?

The Slender Blend is a low-calorie, low-sugar, high-protein shake that can be used as a meal replacement to support weight loss goals, a nutritious snack in between meals or a post-workout recovery shake.

A serving of The Slender Blend contains 23g of protein, which helps to aid muscle recovery after exercise, and also helps you to feel fuller for longer. Boasting a range of health benefits, the formula includes 26 vitamins and minerals, alongside digestive enzymes, pre and probiotics to promote a healthy gut and reduce food cravings.

The Slender Blend comes in seven delicious flavours including white chocolate, raspberry, chocolate mint and salted caramel.

**TRY IT:** Click here to kickstart your health & fitness goals and get 40% off your first order on any product using code 'HWS40'

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

### RATE CARD

#### Native package

100k article views **2** + circa 30,000 banner impressions respectively across:

x3 MPUs **3**

x1 billboard **4**

x2 skyscrapers **5**

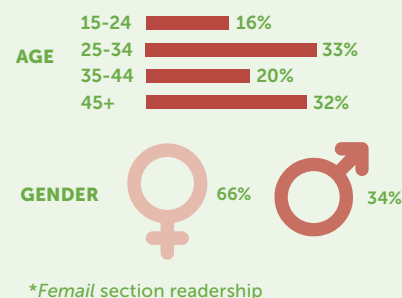
x1 mobile banner **6**

**\$29,950 (£24,950)**

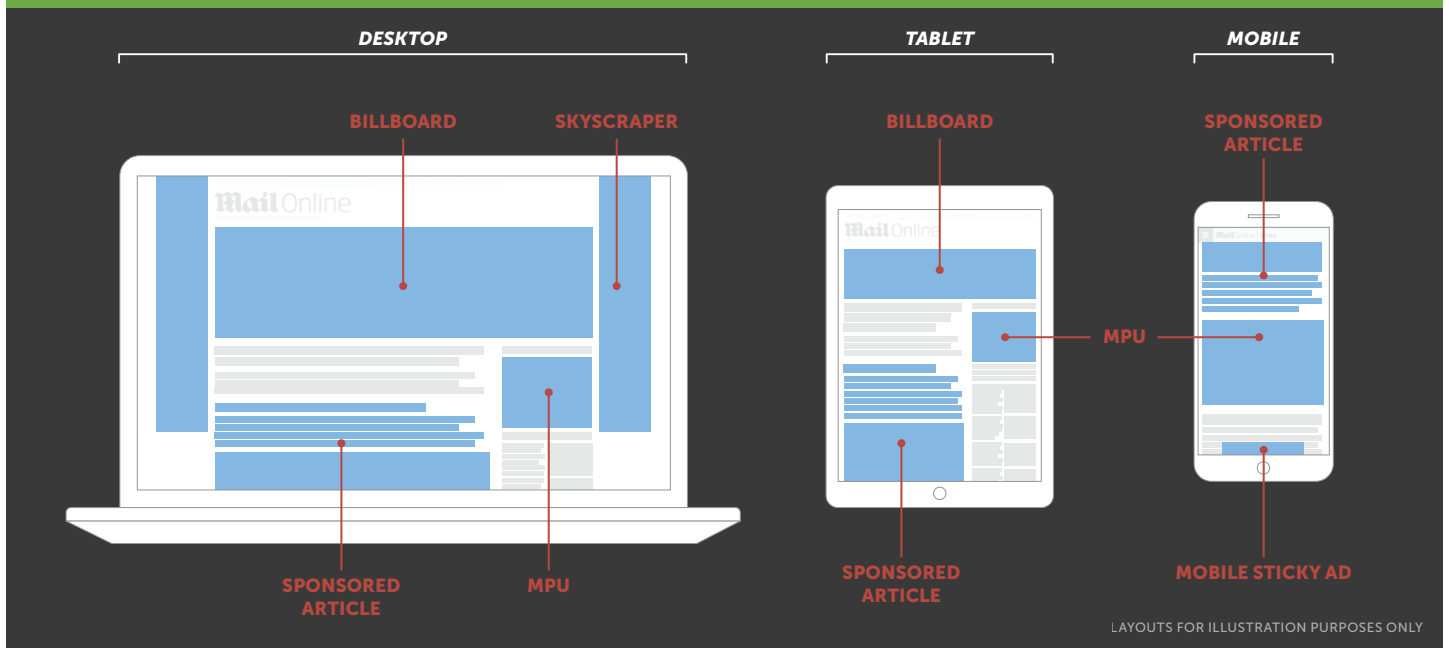
### DISTRIBUTION

- Published within the first five articles on the *DailyMail.com* homepage and hosted on the *Femail* page perpetually
- Minimum 100,000 article views guaranteed
- Available nationwide

### DEMOGRAPHICS



## ADVERTISING POSITIONS



## SPONSORED ARTICLE SPECS

### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by DailyMail.com
- **Article word count:** 150 words

### IMAGE SPECIFICATION

- **Image size:** 634px (w) x 415px (h)
- **Image caption:** Written by DailyMail.com
- **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 *DailyMail.com*
- Copy for advertorial features will be subedited by *DailyMail.com*'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 *DailyMail.com*
- 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 *DailyMail.com*'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).

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

Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

**MEDIA SALES**  
Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)  
**PRODUCTION DEPT.**  
Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



**HURST MEDIA**  
The UK's trusted media partner