

Education

TOP 10 *checklist* ✓

TIME TO FOCUS ON LEARNING: TOP 10 IDEAS THAT WILL TAKE YOUR KNOWLEDGE TO NEW HEIGHTS

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



PUBLISHED WITH **MailOnline**

Education Top 10 Checklist is a native feature of top 10 sponsored articles published on the MailOnline homepage. It initially appears on the sidebar **1** and is guaranteed a minimum of 200,000 views. The advertorial content is hosted perpetually on the *Femail* section of MailOnline with 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 the MailOnline boasts an affluent readership, with 62% who are ABC1. Packed full of inspiration, **Education Top 10 Checklist** serves as the essential guide for readers during a time when life-changing decisions are made.

Curated by an experienced team of MailOnline copywriters, this native feature showcases a high-quality selection of top 10 products and services, including vocational studies and apprenticeships, short courses, home learning, student loan advice, online training, tutoring, evening or flexible learning classes and more.

Hosted on the *Femail* page of the MailOnline, **Education Top 10 Checklist** is the perfect shop window for brands and organisations to benefit from MailOnline's robust editorial environment, an engaged and affluent ABC1 audience and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- 35% of all website traffic comes direct to the *Femail* channel
- The average visitor spends three times longer per month on MailOnline than other news brand websites.



4.5m
daily unique visitors to MailOnline

62%
of MailOnline readers are ABC1

49
minutes is the average time spent reading MailOnline on a phone

SPONSORED ARTICLE EXAMPLE

2

Don't spend too much money on short-term courses with no accreditation



Today's office has the world's largest selection of online courses, enabling you to learn new techniques and skills at home.

Education isn't just for the young anymore, as more and more people are taking on courses in their 30s, 40s and 50s. For many of us it's a blessing, because it has allowed us to reach our full potential and what is so much more rewarding than the classroom, none of us have been out of learning for so long as we try to keep ourselves motivated.

More than just a job, it makes sense to dedicate time to learn to make self-improvement, as it allows us to learn skills on learning something completely new that could potentially better or even completely change your career - and that's where learning can help.

Whether it's a photography course taught by a professional photographer, with all the equipment and lighting, there are a huge number of exciting courses to choose from and support your business with. Why not give it a try?

Mail Online has the complete list of courses in our office.

[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

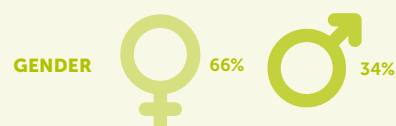
Competition Upgrade £1,000

DISTRIBUTION

- Promoted on the sidebar of the MailOnline homepage and hosted on the *Femail* section perpetually. Available nationwide.
- Minimum 200,000 article views guaranteed.
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS

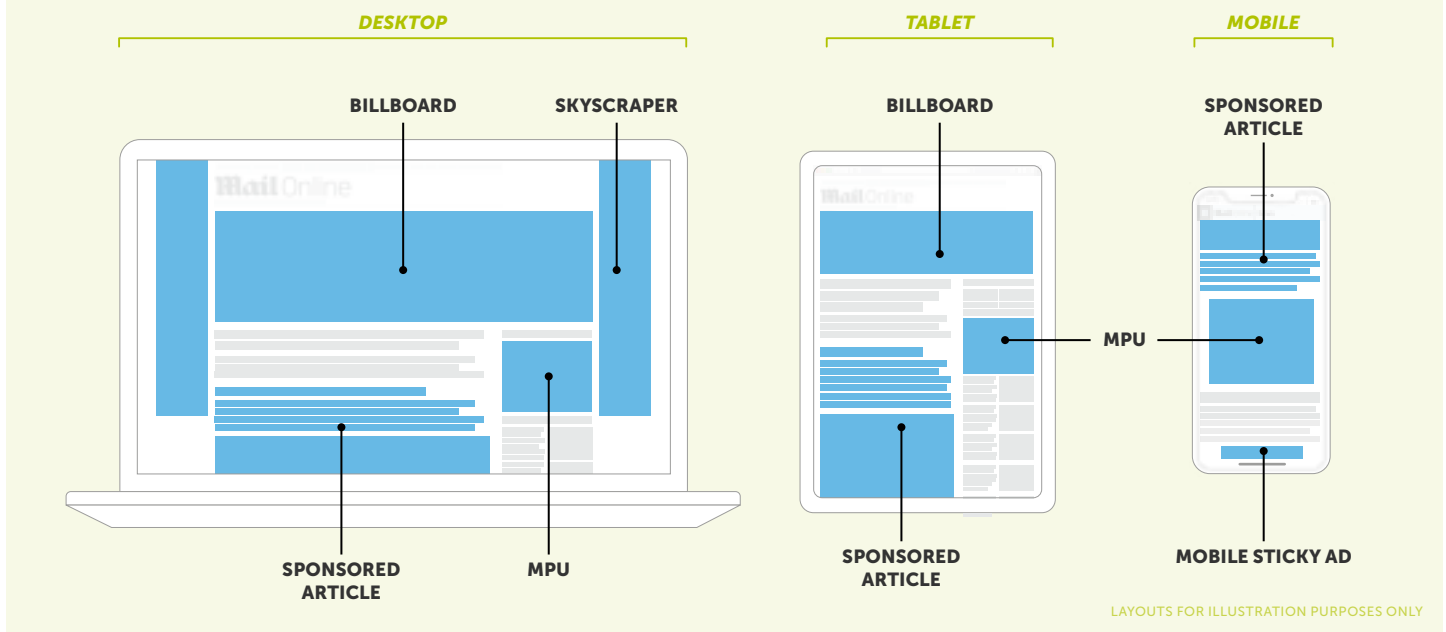
AGE	15-24	16%
	25-34	33%
	35-44	20%
	45+	32%



*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

- Education Top 10 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](#).