

Christmas checklist

**LOOKING FOR CHRISTMAS INSPIRATION?
THESE ARE THE TOP 10 BRANDS THAT
WILL GET YOU INTO THE FESTIVE SPIRIT**

(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

Christmas Checklist is a native feature of top 10 sponsored articles published on the MailOnline homepage. It initially appears on the first 10 articles of the sidebar **1** and is guaranteed a minimum of 400,000 views. The advertorial content is hosted perpetually on the Femail section with individual links for the benefit of all 10 advertising partners.

Curated by an experienced team of MailOnline copywriters, this native feature showcases a high-quality selection of top 10 products and services, such as Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

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. Christmas Checklist serves as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the festive holidays.

Hosted on the Femail page of the MailOnline, Christmas 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
- 6/10 MailOnline readers like to try out new food products
- 41% of readers are more likely to have bought health and beauty products online



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

A fun and educational gift for kids



There's nothing more grown up than getting a watch for Christmas.

If you're planning to buy your little one their first watch this year, Flak Flak could be the perfect option for you.

These popular, Swiss-made watches are water and shock-resistant, so they can withstand all the rough and tumble your little tykes get up to every day.

Plus, their simple, clear design has been specifically made with education in mind, aiding your child as they learn to tell the time by themselves.

Flak Flak watches can be personalised with your child's name, making your gift one of a kind!

The info: [Click here](#) to find out more.

CLICK HERE TO SEE A LIVE FEATURE

RATE CARD

Native package £21,000

400k article views **2** + circa 120,000
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
- Minimum 200,000 article views guaranteed
- 1,000 guaranteed clicks on display ads
- Available nationwide

DEMOGRAPHICS

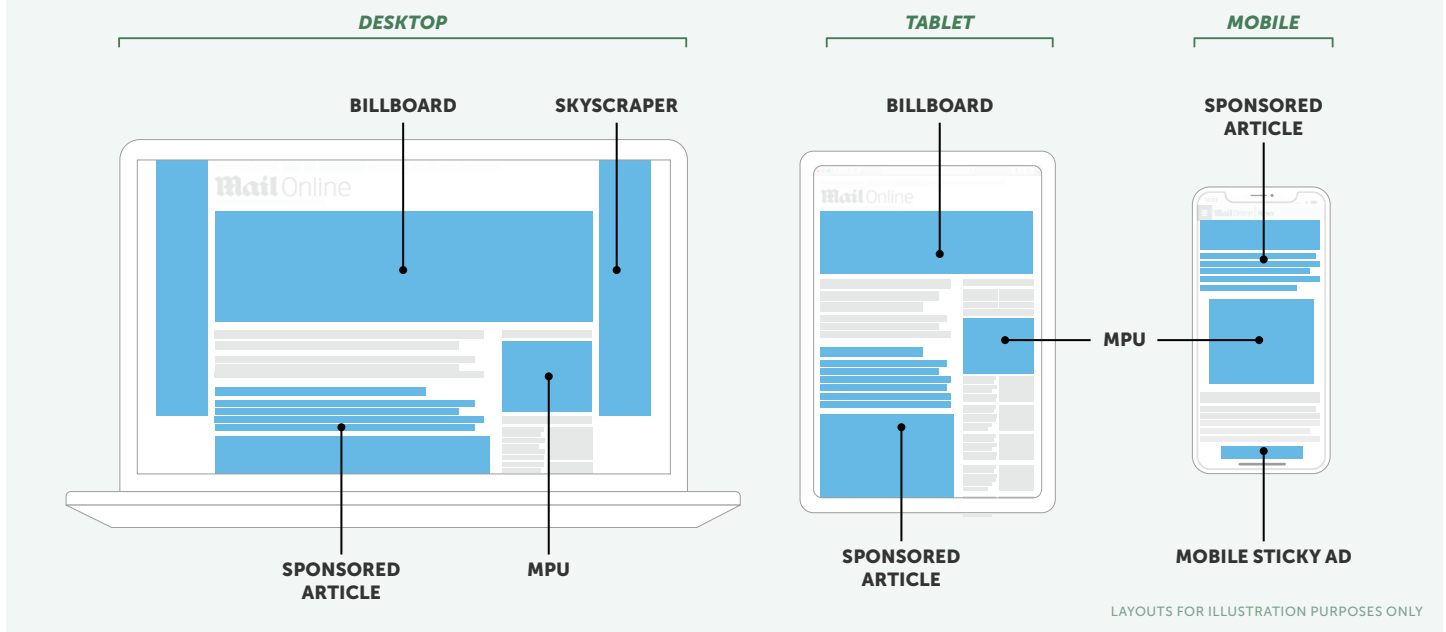
AGE	15-24	16%
	25-34	33%
	35-44	20%
	45+	32%

GENDER		66%
		34%

*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

- Christmas Checklist is advertorial content compiled by The 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](#).