

# DISPLAY AD BANNER PACKAGES WITH MailOnline

Banner Packages with the *MailOnline* are ad impressions served across the *MailOnline* website in standard ad formats. These ads appear across the pages of the *MailOnline* depending on a brand's requirements of volume, contextual placement, demographic, location and socio economic target group. These impressions are delivered alongside editorial content on the website. This is to afford brands maximum visibility, a trusted environment and to drive traffic to a chosen weblink.

The *MailOnline* is one of the world's largest English speaking newspaper websites, with more than 252m unique browsers around the world. The *MailOnline* also boasts an affluent readership with 60% who are ABC1, 60% of whom come direct to the website rather than via search engines and it reaches over 75% of the online population.

These banner packages with standard ad formats are a 'Managed Programmatic Performance Product', meaning advertisers are provided with a dedicated trader to ensure budget and ads are optimised to reach the specific target audiences and are delivered across premium inventory to achieve campaign objectives.

Banner Packages with the *MailOnline* is an ideal shop window for brands and organisations to benefit the *MailOnline's* robust editorial environment, a mass engaged readership and crucially the gravitas of being featured on one of the world's most visited websites.

## PARTICULARLY CONSIDERING

- 49% of *MailOnline's* audience is between 18-44
- The average visitor spends x2 longer per month on *MailOnline* than other newsbrand websites
- The amount of mums that are reached each month is 65%
- Millennials are also a popular target audience, reaching 55% of 23 to 38-year-olds



**24.9m**  
average monthly unique visitors  
to MailOnline

**49**

minutes is the average time spent  
reading MailOnline per month

**68%**

of traffic comes from a mobile device

## AND IT WORKS...

### I SAW IT FIRST

**GOAL:** Increase return on ad spend, achieving an ROI of 4:1

**APPROACH:** Leverage MailOnline 1st party audience data by targeting users with an affinity for fashion and beauty

**RESULTS:** Continuous optimisation and audience targeting delivered an ROI of 8:1

**Jet2holidays**  
Package holidays you can trust

**GOAL:** Drive users to the summer sale page

**APPROACH:** Utilise data from MailOnline and Visual DNA to target users in the market for short-haul and budget holidays

**RESULTS:** Achieved a CTR of 0.20% – higher than industry standard

Case studies provided by MailMetroMedia

## RATE CARD

1 million impressions (minimum order)

**POA**

Impressions can be served across all formats:  
banner 1, skyscraper 2, MPU 3 and mobile 4

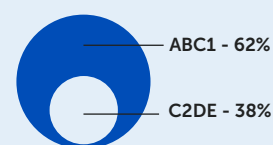
Prices subject to demand and economies are available depending on requirement/volume of clicks

## DISTRIBUTION

- 4.5m average daily unique visitors and 24.9m average monthly unique visitors to *MailOnline*
- PCA provided within 30-days of clicks being served
- Available nationwide

## DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

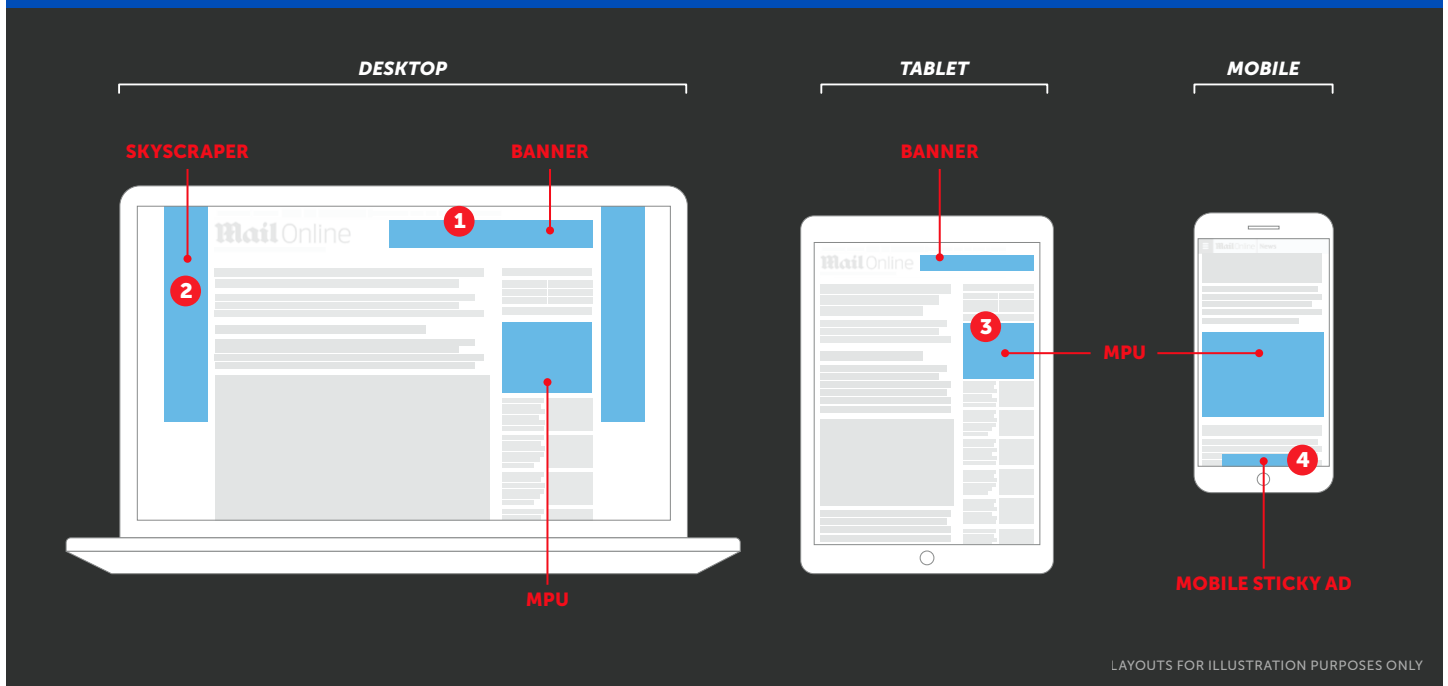


GENDER



[CLICK HERE TO VISIT MAILONLINE](#)

## ADVERTISING POSITIONS



### ADVERT SPECIFICATION

- 1 **BANNER:** 468px (w) x 60px (h)
- 2 **SKYSCRAPER:** 120px (w) x 600px (h)
- 3 **MPU:** 300px (w) x 250px (h)
- 4 **MOBILE STICKY AD:** 320px (w) x 50px (h)

#### SPECIFICATION:

- **Max file size (for image loading):** 200kb maximum
- **Static format:** RGB, 72 dpi, JPEG or PNG
- **Animated format:** RGB, 72 dpi, GIF only

You can supply all ad formats listed above, or choose to only run a selected few (i.e. MPU and mobile sticky perform the best)

Animated adverts (in GIF format) can loop only three times, and the total animation must not exceed 15 seconds.

Ads must have a distinct colour separation to the rest of the content on *MailOnline* i.e. any ads that are mostly white must have a distinct 1 pixel dark border to separate it from onsite content

### PROCESS

- After your order is received, the full specification will be emailed by Hurst Media's Production team
- If you have a specific live date in mind, this should be advised to the Production team; otherwise artwork should be sent to the team by the given deadline to avoid delays in publishing content
- Content required is the ad artwork and the link you'd like the ads to clickthrough to. Define your target audience e.g. Women, 25-44, living in London, gym-goers. Define your KPIs e.g. sign ups, ticket sales, clicks
- Received artwork will be submitted to *MailOnline's* AdOps team
- Impressions will deliver on MailMetroMedia's owned and operated properties (can be extended onto the wider open marketplace if pre-agreed)
- A dedicated programmatic trader will monitor your highly targeted campaign, continuously optimising towards the best performance based on your KPIs

## 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)

## TERMS & CONDITIONS

- All bookings are made subject to Hurst Media's Terms & Conditions of Advertising, which are available by clicking [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](#).

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**HURST MEDIA**  
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