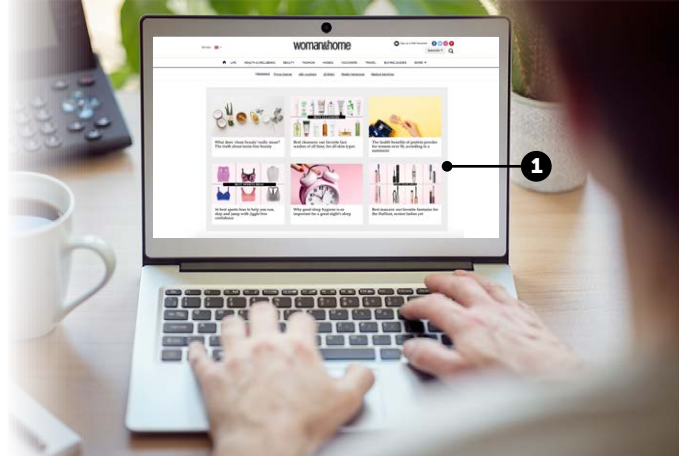


# Health and Wellbeing checklist

10 TOP WAYS TO HELP YOU FEEL FABULOUS AND LIVE BETTER



PUBLISHED WITH **woman&home** ON FRIDAYS

**Health & Wellbeing Checklist** is a native feature of 10 sponsored articles published on the **womanandhome.com** homepage. The advertorial content is initially promoted on the homepage **1** for a month and hosted perpetually on the popular **Health & Wellbeing** section and includes individual links for the benefit of all 10 advertising partners.

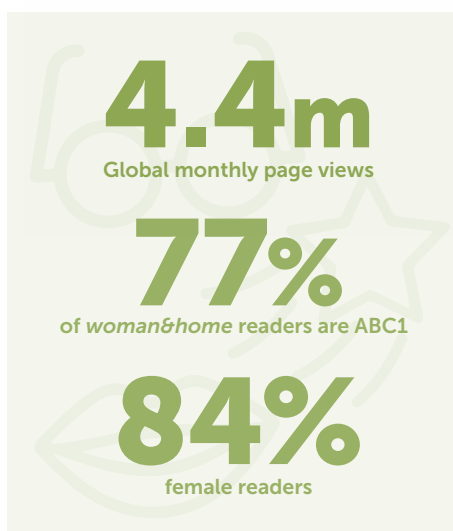
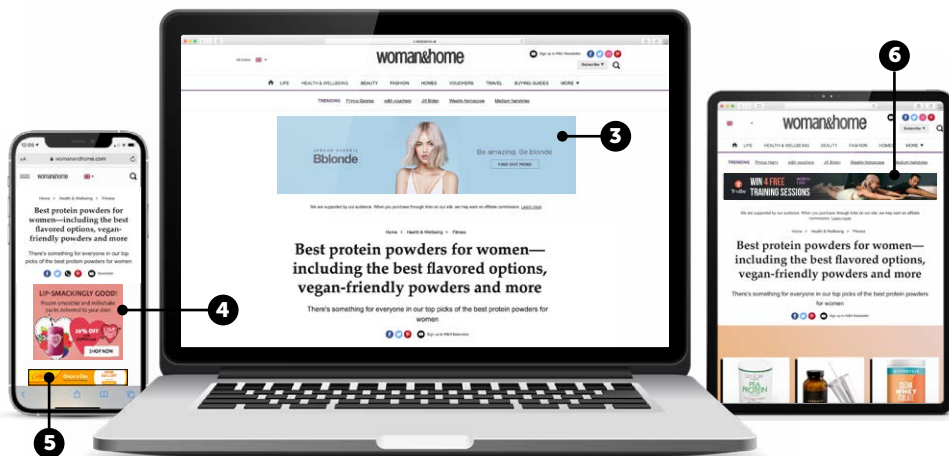
The Woman & Home brand is one of the UK's most influential female focussed lifestyle titles, with 2.9m monthly browsers around the world. **womanandhome.com** boasts a dynamic, affluent readership, with 36% aged between 35-54 and 77% who are ABC1. **Health & Wellbeing Checklist** serves as the essential guide to help these health-conscious readers make positive changes in order to lead an improved lifestyle.

Curated by an experienced team of **womanandhome.com** copywriters, **Health & Wellbeing Checklist** showcases a high-quality selection of 10 products and services, ranging from over the counter remedies, specialist clinics, beauty & cosmetic treatments, alternative therapy, and diet & fitness solutions.

**Health & Wellbeing Checklist** is the perfect shop window for brands and organisations looking to benefit from **womanandhome.com** robust editorial environment, a mass readership who are concerned about their health and crucially the gravitas of being featured on one of the UK's most visited women's lifestyle websites.


## PARTICULARLY CONSIDERING

- 62% of readers believe being simple and natural is the key to beauty
- 43% say they like to look after their health
- A fit 54% do exercise at least once a week



## SPONSORED ARTICLE EXAMPLE

**PUCKER UP!**



Did you know over 85 per cent of the UK population carries the cold sore virus? With some of the most common cause including harsh sunlight, stress, hormone imbalances and low immune system, it's no wonder it's so common.

The cold sore virus can be transmitted by kissing – so avoiding outbreaks is so important.

Lipivir® is a new, revolutionary lip gel proven to prevent cold sores from appearing, reduce regular outbreaks and ensure normal, good-looking lips.

It's neat and small and will easily fit into your bag or pocket, so it's on hand whenever you need to use it. Plus, it's transparent which makes it discreet and you can use lipstick and lip gloss over the top of it.

Make sure you're protected by simply applying it twice a day – once in the morning and once at night.

It's suitable for vegans and vegetarians and contains no preservatives or cortisone – so everyone can use it!

Visit [www.lipivir.com](http://www.lipivir.com) to get 25% off your first order and free home delivery always.

[CLICK HERE TO VISIT WOMANANDHOME.COM](http://www.womanandhome.com)

## RATE CARD

### Native package

Sponsored article **2** + display ads:

x1 billboard **3**

x1 MPU **4**

x1 mobile banner **5**

x1 leaderboard **6**

**£9,950**

## DISTRIBUTION

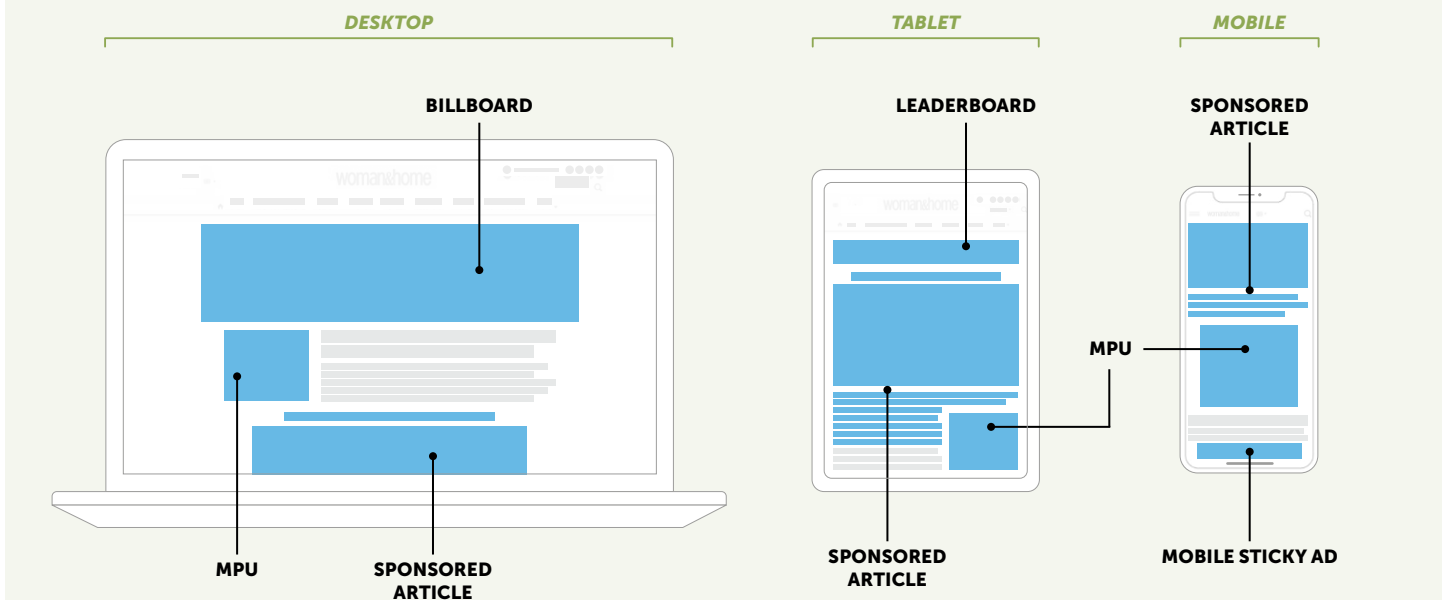
- Promoted on the **womanandhome.com** homepage for a month and hosted on the **Health & Wellbeing** section perpetually
- Promoted by way of 1 million ad-site traffic drivers
- PCA provided within 45 days from the live date

## DEMOGRAPHICS

AGE 35-54 36%

GENDER 84% 16%

## ADVERTISING POSITIONS



LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

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

#### IMAGE SPECIFICATION

- **Image size:** 1280px (w) x 720px (h)
- **Image caption:** Written by *womanandhome.com*
- **Format:** RGB JPEG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service.

### DISPLAY AD SPECS

#### BILLBOARD

- Displays on desktop only
- **Size:** 970px (w) x 250px (h)
- **Maximum file size:** 100kb

#### LEADERBOARD

- Displays on desktop and tablet
- **Size:** 728px (w) x 90px (h)
- **Maximum file size:** 50kb

#### MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)
- **Maximum file size:** 50kb

#### MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)
- **Maximum file size:** 35kb

**Formats accepted:** static JPEG or animated GIF

## 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 *womanandhome.com*
- Copy for advertorial features will be subedited by *womanandhome.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 *womanandhome.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 *womanandhome.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**  
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