

101 Easy Ways to Save On the Cost of Living is a native campaign published on the MailOnline. This four-part native series **1** will be promoted on the homepage **2** over 12 weeks and each native feature will receive 200,000 minimum guaranteed unique views.

MailOnline is one of the world's largest news websites, with 24.7m monthly unique visitors in the UK, and **101 Easy Ways to Save On the Cost of Living** will serve as its user's essential guide to saving money.

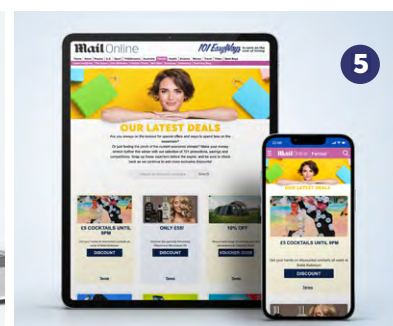
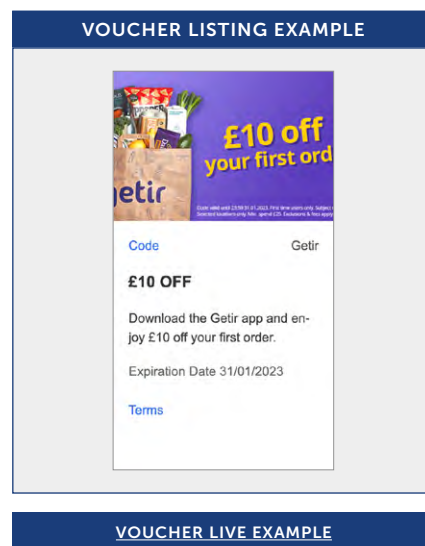
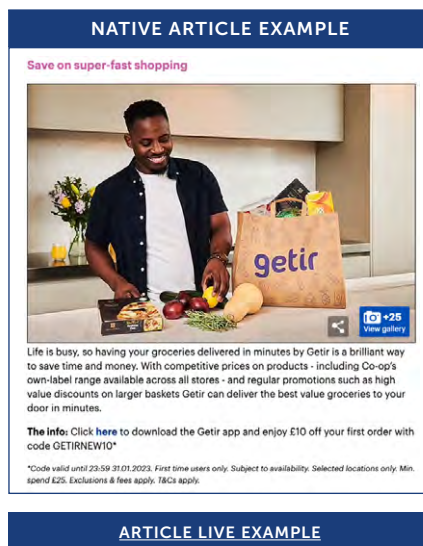
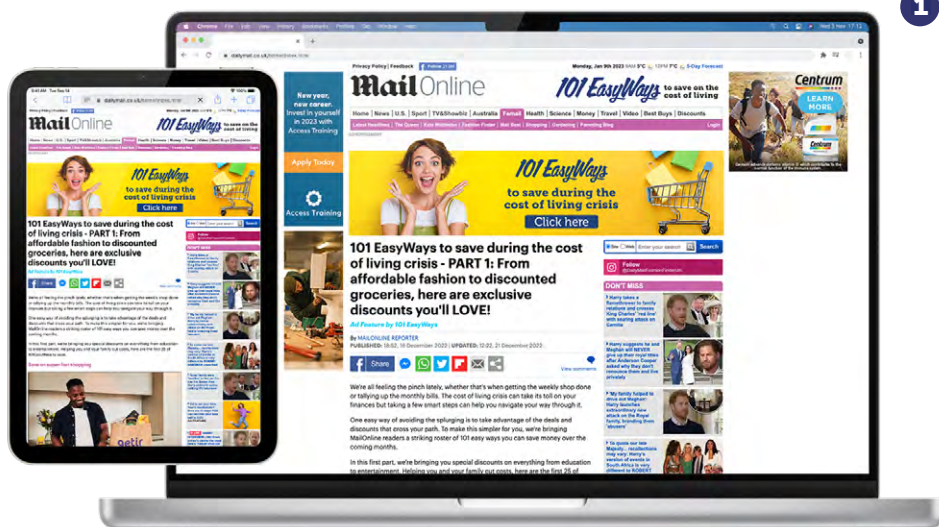
The native campaign will feature 101 articles about brands that can help readers during the cost-of-living crisis, and will cover a variety of products and services ranging from living expenses, utilities, food and groceries to transportation and healthcare costs, clothing and accessories, financial solutions, legal services and much more.

101 Easy Ways to Save On the Cost of Living will be hosted on a dedicated MailOnline content hub **3**, which receives additional promotion by way of 10-million ad-site traffic drivers **4** throughout the campaign. The hub also hosts useful editorial about how to live more economically and includes a searchable voucher section **5** for users to browse discounts.

101 Easy Ways to Save On the Cost of Living is the perfect opportunity for brands looking to benefit from MailOnline's robust editorial environment and a mass readership who are interested in easy ways to save money.

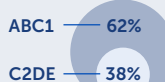
Particularly considering

- Consumers are concerned about rising bills
- 78% of readers say they are always on the lookout for special offers
- 30% of consumers describe their finances as struggling or in trouble
- 47% are very concerned about increases in the cost of food and drink.

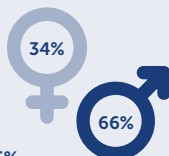


DEMOGRAPHICS

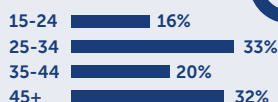
SOCIO ECONOMICS



GENDER



AGE



DISTRIBUTION

- Features promoted on the MailOnline homepage through summer/autumn.
- Minimum 200,000 unique article views guaranteed per feature.
- Includes perpetual hosting on a dedicated content hub.
- Hub promoted with 10 million traffic drivers through summer/autumn.
- Searchable voucher section.

RATE CARD

Native Article: Headline, 50-Words, Image, Contact Details and Link (includes MailOnline copywriting)

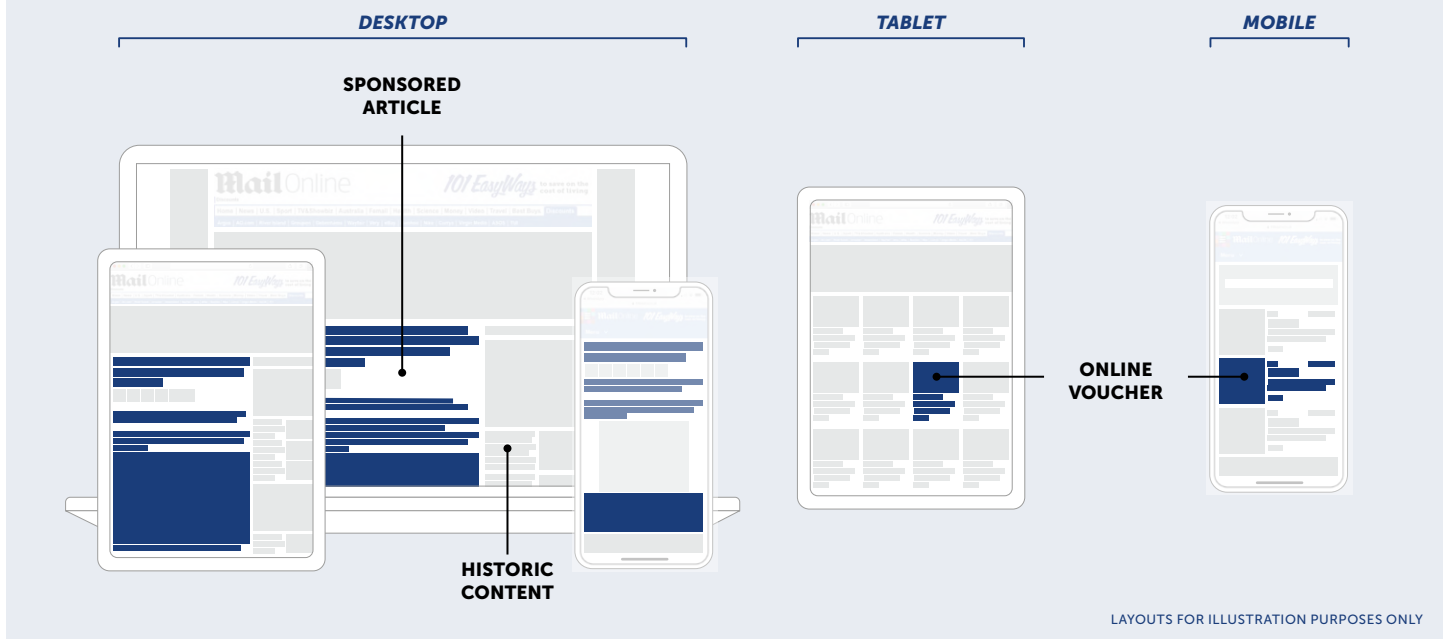
Voucher Listing: Headline, 10 to 20 Words, logo, Voucher Code and Link.

Package Cost = £9,000

Competition Upgrade = £1,000

Click [HERE](#) for Print Upgrade.

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 40 - 50 words
- **Headline:** Written by MailOnline
- **Call to action:** Your website

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Format:** RGB - JPEG or PNG
- **Resolution:** 72 dpi

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

ONLINE VOUCHER SPECS

COPY SPECIFICATION

- **Word count:** 10 - 20 words
- **Headline:** Offer info only
- **Small print:** Expiration & terms

IMAGE (DESKTOP & TABLET)

- **Image size:** 640px (w) x 336px (h)
- **Format:** RGB - JPEG or PNG
- **Resolution:** 72 dpi

LOGO SPECIFICATION

- Inclusion is optional
- **Image size:** 140px (w) x 100px (h) available space
- **Format:** RGB - JPEG or PNG

Voucher images can be resized from article image if not specified.

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

- 101 Easy Ways is advertorial content compiled by Hurst Media Company, 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](#).

CONTACT DETAILS

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PRODUCTION DEPT.

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101 Easy Ways™

tmn
targeted media you can trust

HURST MEDIA
The UK's trusted media partner