

# Travel, Days Out and Attractions *checklist* ✓

ITCHING TO GET OUT AND ABOUT?  
THESE ARE 10 TOP BRANDS TO INSPIRE  
YOUR NEXT GETAWAY OR FAMILY DAY OUT

(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

**Travel, Days Out and Attractions Checklist** is a native feature of 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 200,000 views - the advertorial content is hosted perpetually on the popular Travel section and includes individual links for the benefit of all 10 advertising partners.

MailOnline is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The Travel page of MailOnline boasts a young, affluent readership, with 69% aged between 15-44 and 73% who are ABC1. **Travel, Days Out and Attractions Checklist** serves as the essential guide to help those interested in getting value for their money, particularly when it comes to holidays

Curated by an experienced team of MailOnline copywriters, **Travel, Days Out and Attractions Checklist** showcases a high-quality selection of 10 top products and services, ranging from holidays, accommodation, and family days out, to spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.

Hosted on the Travel page of the MailOnline, **Travel, Days Out and Attractions Checklist** is the perfect shop window for brands looking to benefit from a robust editorial environment, a mass readership focused on family days out, travel and attractions, and crucially the gravitas of being featured on one of the most popular news websites.

### PARTICULARLY CONSIDERING

- MailOnline boasts 4.5m daily unique visitors
- The MailOnline audience are 32% more likely to have a credit card
- MailOnline readers are 73% ABC1.



**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

Explore the beauty of the Norwegian coastline



Scandinavia promises some of the most breathtaking coastlines found on the continent. The majestic beauty of the rolling landscape is a must-see for every keen traveller, and what better vantage point to enjoy these sweeping vistas than on a brand-new cruise liner.

Havila Voyages explore the captivating beauty of the Norwegian coast. Their brand new, eco-friendly ships are designed with spaciousness and your viewing experience in mind. Elegant interiors reflect the striking scenery that surrounds them, and cabins are equipped with all modern amenities such as flat-screen TVs, air conditioning, and ensuite bathrooms - ensuring every guest has a comfortable stay.

Guests can also embark on unforgettable excursions like wildlife safaris to spot seals, whales, and sea eagles, and visits to charming coastal towns to learn about Norwegian culture and history.

All meals feature locally sourced ingredients served at your table, so no set menus nor buffets. Havila Voyages works closely with local producers to offer delicious and authentic Norwegian dishes. The onboard chefs create dishes inspired by traditional recipes using fresh, seasonal ingredients with plenty of options for gluten-free and vegetarian travellers.

The info: Click [here](#) to book your visit.

### 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

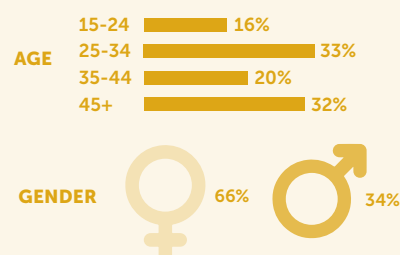
**Video upgrade £1,000**

**Competition Upgrade £1,000**

### DISTRIBUTION

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

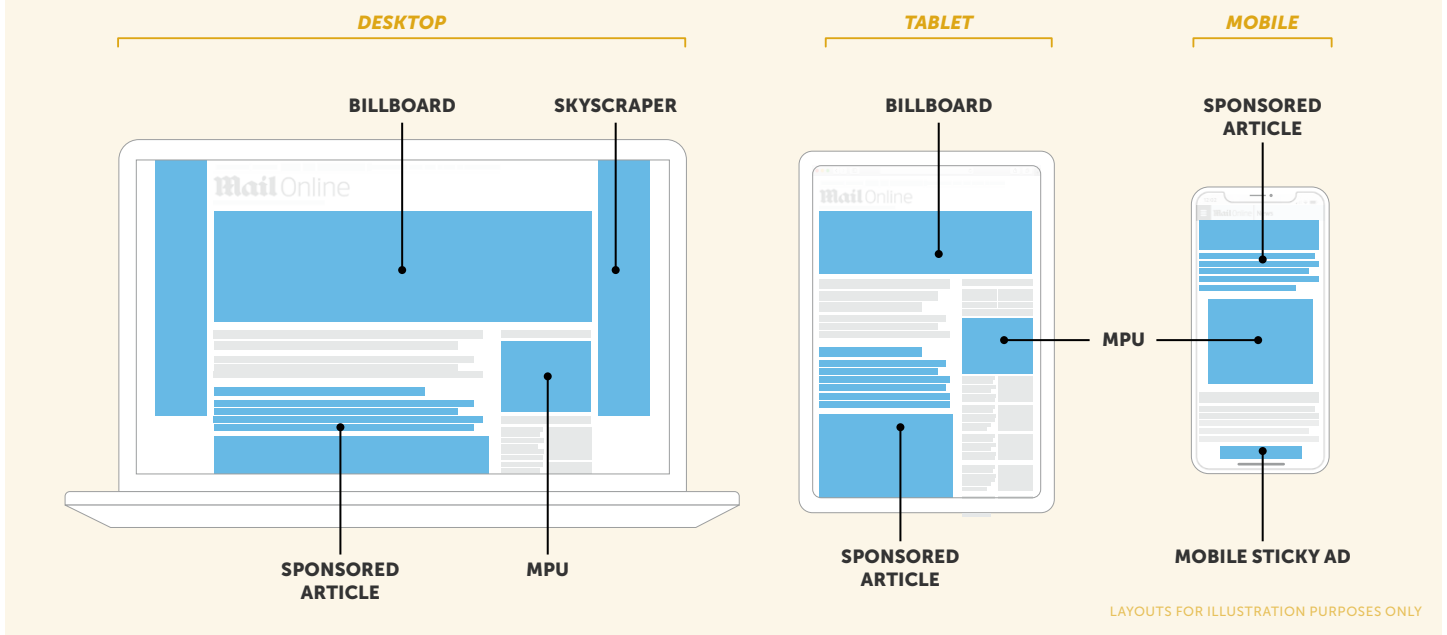
### DEMOGRAPHICS



\*Travel 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](mailto: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

- Travel 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](#).

#### CONTACT DETAILS

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#### MEDIA SALES

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