

Apps

TOP 10 checklist

EVERYTHING AT YOUR FINGERTIPS: HERE ARE 10 TOP APPS THAT CAN MAKE YOUR LIFE EASIER

(Eventual title will be chosen by the MailOnline on basis of SEO score to drive highest traffic, engagement and searchability)

PUBLISHED WITH **MailOnline**

Apps Top 10 Checklist is a native feature of 10 sponsored articles published on the MailOnline homepage. It initially appears on the sidebar **1** and is guaranteed a minimum of 200,000 views. The advertorial content is hosted perpetually on the *Femail* section of MailOnline with individual links for the benefit of all 10 advertising partners.

The MailOnline is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *Femail* page of the MailOnline boasts an affluent readership, with 62% who are ABC1. Packed full of inspiration for those who are interested in quality products, services and the latest tech, **Apps Top 10 Checklist** serves as an essential guide for users who are seeking technology solutions for their lifestyle. MailOnline's affluent readership are interested in high-quality, trusted brands to keep the entire family entertained and make life easier.

Curated by an experienced team of MailOnline copywriters, this native feature showcases a high-quality selection of 10 apps from industries such as travel, health and wellbeing, financial and legal, food and drink, homes and interiors, music, green and ethical, charities, and many more.

Hosted on the *Femail* page of the MailOnline, **Apps Top 10 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
- 2 in 3 MailOnline readers agree shopping online makes their life easier
- The average visitor spends three times longer per month on MailOnline than other news brand websites.



4.5m
daily unique visitors to MailOnline

62%
of readers are ABC1

49
minutes is the average time spent reading MailOnline on a phone

SPONSORED ARTICLE EXAMPLE

Dip your toe into trading



If you want to explore the world of trading, eToro is a great place to start for a number of reasons. eToro is a multi-asset trading platform that allows users to trade various financial instruments, including stocks, cryptocurrencies, commodities, indices and more.

The platform is easy to navigate and users can buy popular stocks from around the world in just a few clicks. The offering includes Amazon, Google, Facebook, and Tesla. Better still, eToro offers commission-free trading on stocks, making it an affordable option for those looking to invest.

In terms of cryptocurrency, eToro has a variety of options for users to trade, including Bitcoin, Ethereum, and XRP. As with stocks, users can easily search for these cryptocurrencies on the platform and make trades. There's also a crypto wallet for users to securely store their digital assets.

Another useful feature is eToro's unique copy trading option, which allows users to copy the trades of experienced investors. This is handy for beginners, as well as those who simply don't have the time to research and analyse the markets.

The info: Click [here](#) to start investing.

CLICK HERE TO SEE A LIVE MAILONLINE FEATURE

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. Available nationwide
- Minimum 200,000 article views guaranteed
- 1000x extra guaranteed clicks delivered from additional ROS banners

DEMOGRAPHICS

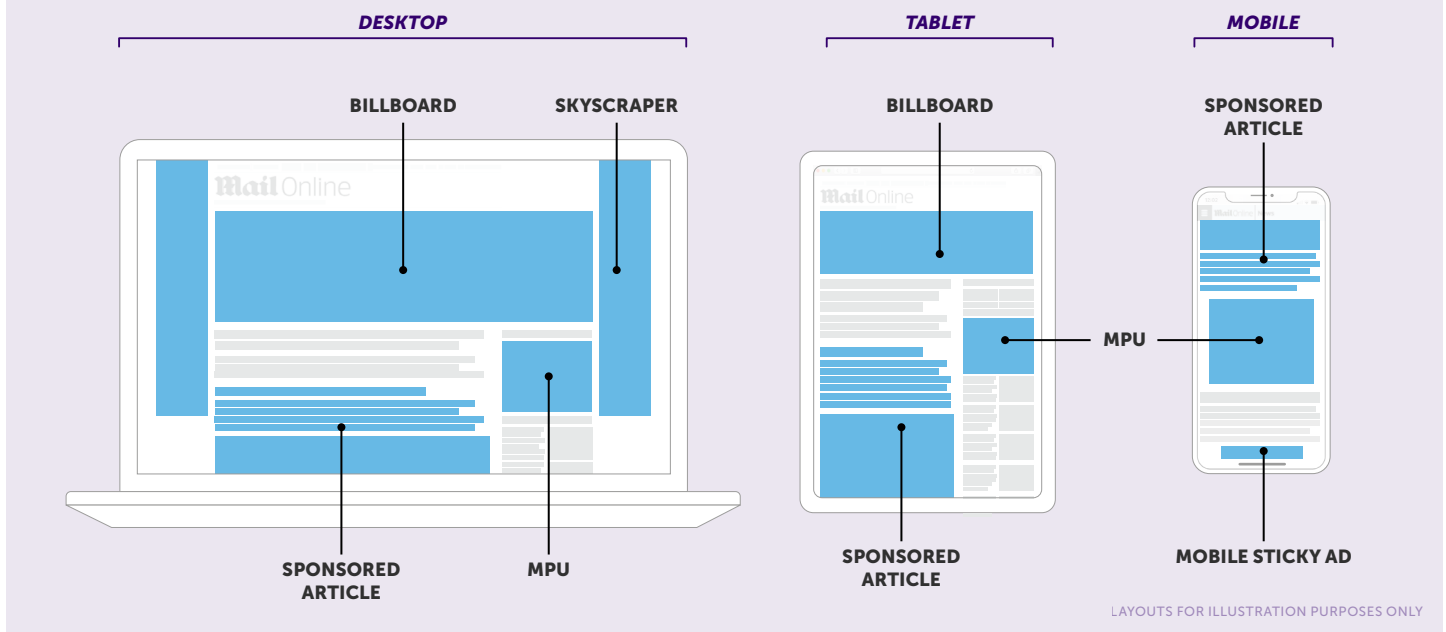
AGE	15-24	16%
	25-34	33%
	35-44	20%
	45+	32%

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

- Apps Top 10 Checklist is advertorial content compiled by 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](#).