

# Retirement Living

## TOP 10 *checklist*

### RETIREMENT BLISS: 10 TOP BRANDS TO HELP YOU PLAN FOR YOUR IDEAL RETIREMENT

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

PUBLISHED WITH **MailOnline**

Retirement Living 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 and services, Retirement Living Top 10 Checklist serves as an essential guide for users who are seeking solutions for their retirement. MailOnline's affluent readership are interested in high-quality, trusted brands to ensure they can achieve everything they want to after retiring.

Curated by an experienced team of MailOnline copywriters, this native feature showcases a high-quality selection of products and services including, activities and leisure, travel options, legal advice, retirement properties, healthcare and legal advice, nutrition aids, mobility solutions, vision and hearing products and more.

Hosted on the Femail page of the MailOnline, Retirement Living 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

- Readers are 24% more likely to buy/sell their home in the next 12 months
- The average visitor spends three times longer per month on MailOnline than other news brand websites
- 35% of all website traffic comes direct to the Femail channel.



**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

##### An inspiring way to spend your golden years

Inspired Villages run retirement villages in six locations across the UK with a range of property types to buy or rent. Each Inspired Village represents a place to feel comfortable and reassured; to savour the company of family and friends and to discover new passions, explore new places and indulge old interests. Each village has wellbeing as central to its purpose, and so provides a spa, gym, shop, and a cafe and/or restaurant to help support a fulfilled and active lifestyle.

Grounds are spacious and attractively landscaped, with locations in Warwickshire, Cheshire, Hampshire, Devon and West Sussex and Kent, an Inspired lifestyle offers a choice of town, country or coastal living. The apartments are well-designed and built to a high specification with modern features conducive to ease of living.

**TRY IT:** With a host of fantastic move-in packages, an Inspired Village apartment has never been easier to obtain! Click [here](#) for more details or call 0800 331 7430.



Inspired Villages is synonymous with luxury, choice and reassurance.

**CLICK HERE TO SEE A LIVE 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 homepage and hosted on the Femail section perpetually. Available nationwide.
- Minimum 200,000 article views guaranteed.
- 1000x extra guaranteed clicks delivered from additional ROS banners.

#### DEMOGRAPHICS

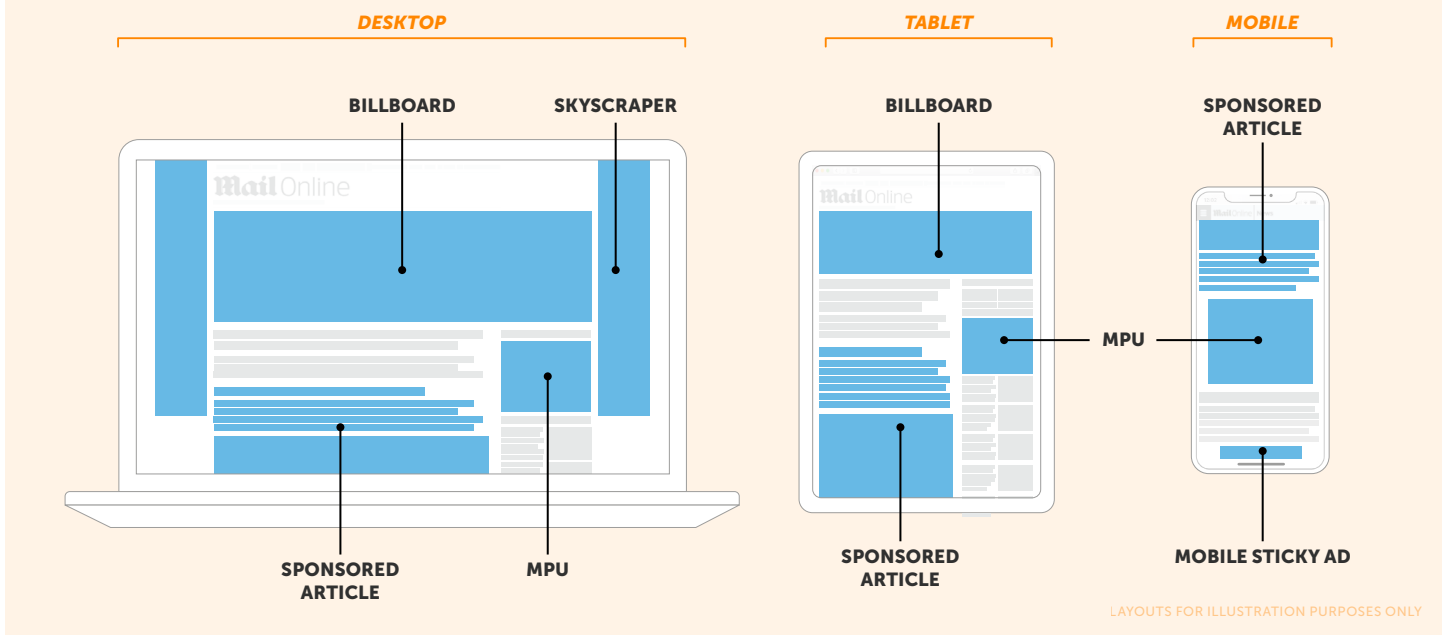
AGE	15-24	16%
	25-34	33%
	35-44	20%
	45+	32%

GENDER		66%		34%
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\*Femil 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

- Retirement Living 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](#).