

Mum and Baby

TOP 10 *checklist* ✓

10 TOP BRANDS THAT EVERY NEW MUM NEEDS TO KNOW ABOUT

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

PUBLISHED WITH **Mail**Online

Mum & Baby Top 10 Checklist is a native feature of 10 sponsored articles published on the *MailOnline* homepage. It initially appears in 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 *Femail* section and includes individual links for the benefit of all 10 advertising partners.

MailOnline is one of the world's largest English-speaking newspaper websites, with more than 252m unique browsers around the world. The *Femail* page of *MailOnline* boasts a young, affluent readership, with 69% aged between 15-44 and 62% who are ABC1. **Mum & Baby Top 10 Checklist** serves as the essential guide to help new or expectant mothers make the best choices available for their children.

Curated by an experienced team of *MailOnline* copywriters, **Mum & Baby Top 10 Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, baby clothing, health products, family-friendly furniture, maternity wear and homemaking inspiration.

Mum & Baby Top 10 Checklist is the perfect shop window for brands and organisations looking to benefit from *MailOnline*'s robust editorial environment, a mass readership who are concerned about creating a healthy home environment for their family and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- 41% of readers are more likely to have bought health products online
- *MailOnline* reaches 65% of mums every month
- 2 in 3 *MailOnline* readers agree shopping online makes their life easier.

[CLICK HERE TO SEE A LIVE FEATURE](#)



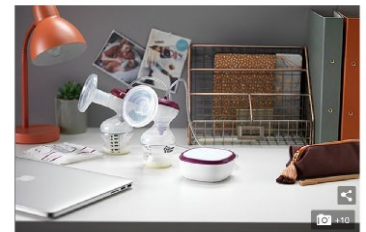
4.5m
daily unique visitors to *MailOnline*

62%
of *MailOnline* readers are ABC1

49
minutes is the average time spent
reading *MailOnline* per month

SPONSORED ARTICLE EXAMPLE

Make feed time simpler



No one said parenting was easy, which is why mums and dads everywhere are always on the hunt for child-rearing hacks.

One brand which is helping parental lives run more smoothly is *lomme*. This top baby brand has a number of innovative yet simple products for feeding, soothing, bathing and sleeping which are not only loved by babies, but recommended by parents too.

The *Made For Me* Double Breast Pump, for example, is a discreet breast pump which mimics your baby's latch on. Combined with its cushioned silicone *MassoGoGo* cups, this fully device makes expressing milk that little more comfortable whenever you are.

There's also the *Made For Me* Disposable Breast Pad, which can be customised to fit your bra with multi absorbent layers, so you can go about your day without any risk of leaking.

And finally, for baby, there's the *Closer To Nature* Silicone Baby Bottle. The soft-as-skin teat it comes with can help with the transition from breast to bottle, while its silicone design makes it dishwasher friendly and smell repellent.

The Info: Click here to discover the full product range. Sign up to *Tummy Tapper* for 15% off your first order.

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

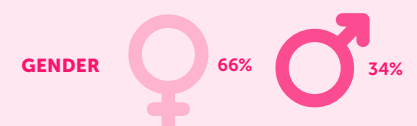
Competition Upgrade £1,000

DISTRIBUTION

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

DEMOGRAPHICS

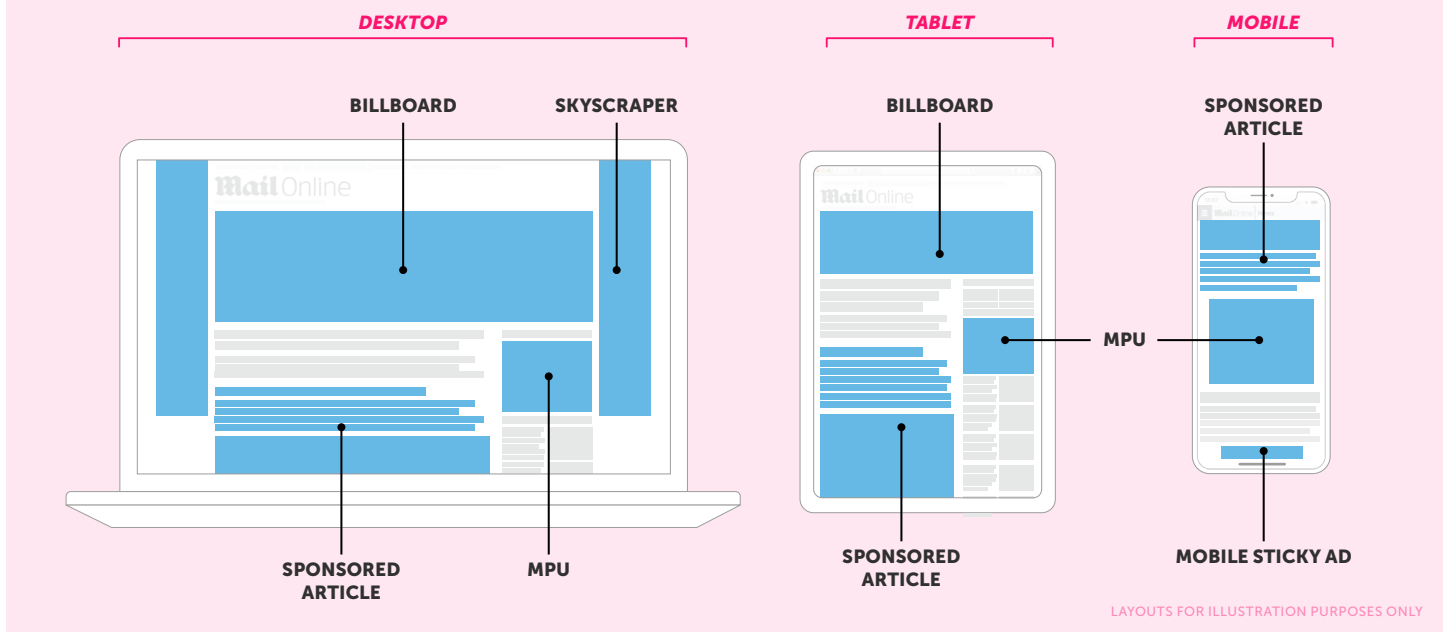
AGE	15-24	16%
	25-34	33%
	35-44	20%
	45+	32%



**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

- Mum & Baby 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](#).