

Education

TOP 10 *checklist* ✓

BACK-TO-SCHOOL EDITION

TIME TO FOCUS ON LEARNING: TOP 10 WAYS TO PREPARE FOR THE UPCOMING SCHOOL YEAR

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



PUBLISHED WITH **MailOnline**

Education Top 10 Checklist – Back-to-School Edition is a native feature of top 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 one of the world's largest English-speaking newspaper websites, 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, **Education Top 10 Checklist – Back-to-School Edition** serves as the essential guide for readers during their preparations for the new school year.

This installment showcases a high-quality selection of back-to-school essentials, including the best pre-schools to secondary schools, notebooks, educational apps, tutoring options, boarding schools, backpacks, clothing, as well as lunchboxes, distance learning and more.

Hosted on the *Femail* page of the MailOnline, **Education Top 10 Checklist – Back-to-School Edition** 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
- 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 MailOnline readers are ABC1

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

SPONSORED ARTICLE EXAMPLE

Update how you revise with this app



It's easy to become overwhelmed by exam revision, that's why you need Quizlet. The app allows students to use engaging learning tools - its most well-loved feature is the electronic flashcards that aid memory loss and help take the stress out of revising for exams.

There are also practice tests, games, and quizzes to help students reach their goals at school, university, and beyond. The app is already used by 60 million students around the world.

Jenna Anderson, a graduate student of the University of Glasgow, says: 'Quizlet was a fantastic resource throughout my time at university as a law student, in particular during exam season when there is an overwhelming pressure to get the best grades possible.'

Quizlet has also teamed up with TV's Dr Amir Khan, who is a regular on daytime television, to provide advice for students and parents about how to cope with exam anxiety. The checklist can be found on Quizlet's website.

The info: Click here to find out more.

[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**

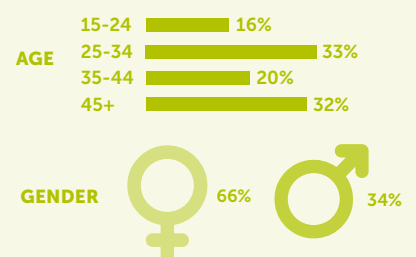
Video upgrade **£1,000**

Competition Upgrade **£1,000**

DISTRIBUTION

- Promoted on the sidebar of the 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.

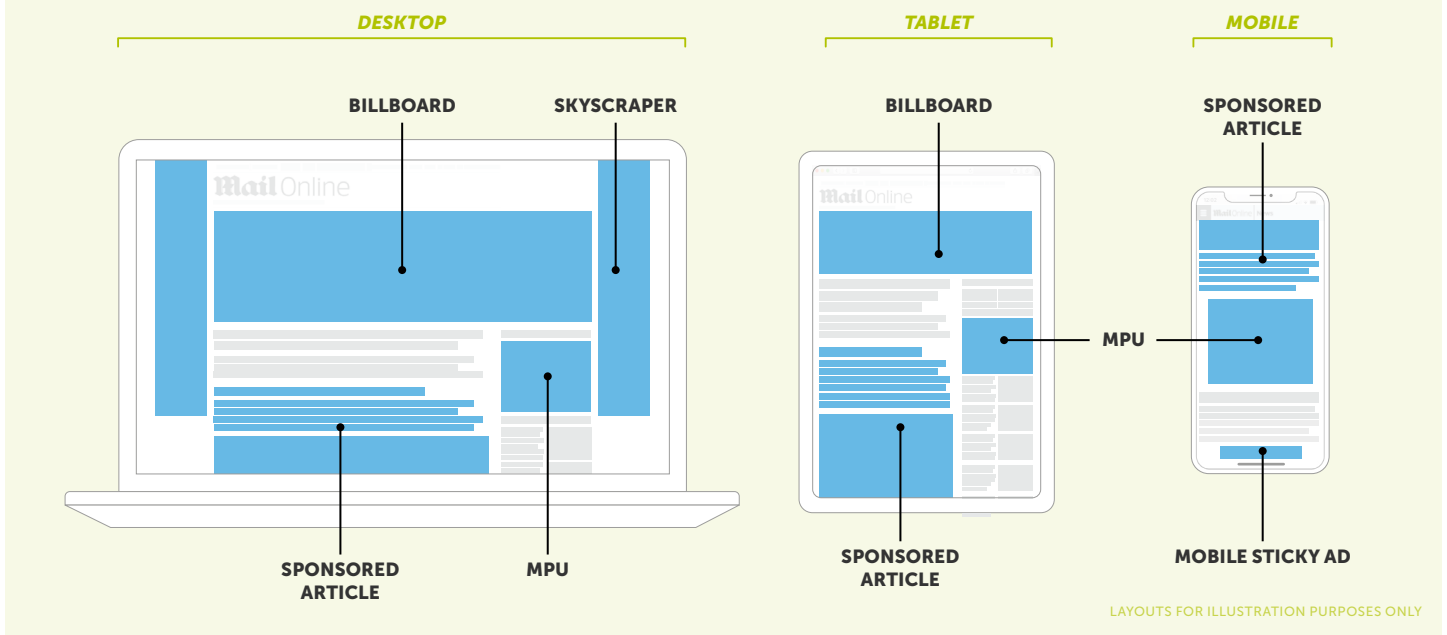
DEMOGRAPHICS



*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

- Education Top 10 Checklist – Back-to-School Edition 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](#).