

Motoring and Transport TOP 10 *checklist* ✓

10 TOP WAYS TO KEEP YOU ON THE ROAD

(Eventual title will be chosen by Metro.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)

PUBLISHED WITH **MailOnline**

Motoring & Transport 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 and is guaranteed a minimum of 200,000 views. The advertorial content is hosted perpetually on the *MailOnline* website and includes 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 *MailOnline* boasts a young, affluent readership, with 49% aged between 18 to 44 and 62% who are ABC1.

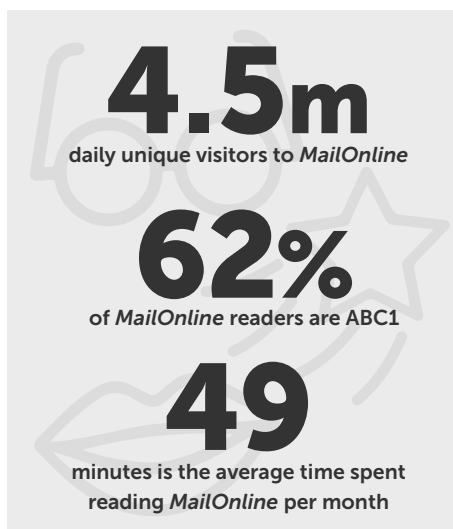
Motoring & Transport Top 10 Checklist presents a high-quality selection of products and services to benefit driving or bike enthusiasts, ranging from new cars and motorbikes, classic car auctions, dealerships, insurance and leasing options, maintenance, and paint jobs, as well as courses, days out and more.

Curated by an experienced team of *MailOnline* copywriters, **Motoring & Transport Top 10 Checklist** showcases a high-quality selection of 10 products and services, and serves as an essential guide for readers to learn more about the world of cars, cycling and transport.

With 2.56 million cars on the road in London and 54% of London households owning at least one car, the **Motoring & Transport Top 10 Checklist** published with *MailOnline* is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, who are highly susceptible and confident in making their buying decisions.

PARTICULARLY CONSIDERING

- 1 in 2 readers have ISA, investments or premium bonds
- 42% of readers agree 'I look for profitable ways to invest my money'
- 55% of millennials are reached every month.



SPONSORED ARTICLE EXAMPLE

Va-va-VROOM!

Need a new car but can't be bothered with the 'haff of traipsing around showrooms? We hear you. Hiring a new motor comes with a lot of down, from finding the icest model to getting it serviced.

However, buying a car doesn't need to be stressful anymore, thanks to a clutch has over 4,000 fully vetted used cars available to buy online, so you can shop vehicles from the comfort of your home. All cars are fixed price and there are easy payment and finance options available online. There's also guaranteed part exchange and each will leave away your old vehicle when it's time to swap your new one to your front door.

Having your new car delivered to your home is free on a day of your choice any day or the week across main and UK. Plus, all clutch cars undergo a 225 point comprehensive car check and come with a 10-day (free) warranty.

To top it all off, in the event you decide your new car isn't for you, there's a no-quibble 14-day return policy, 50 mps.

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**

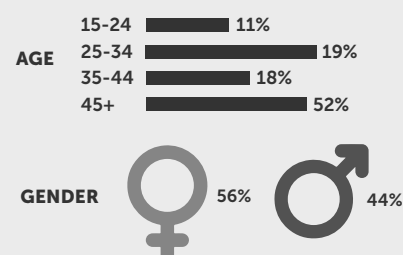
Video upgrade **£1,000**

Competition Upgrade **£1,000**

DISTRIBUTION

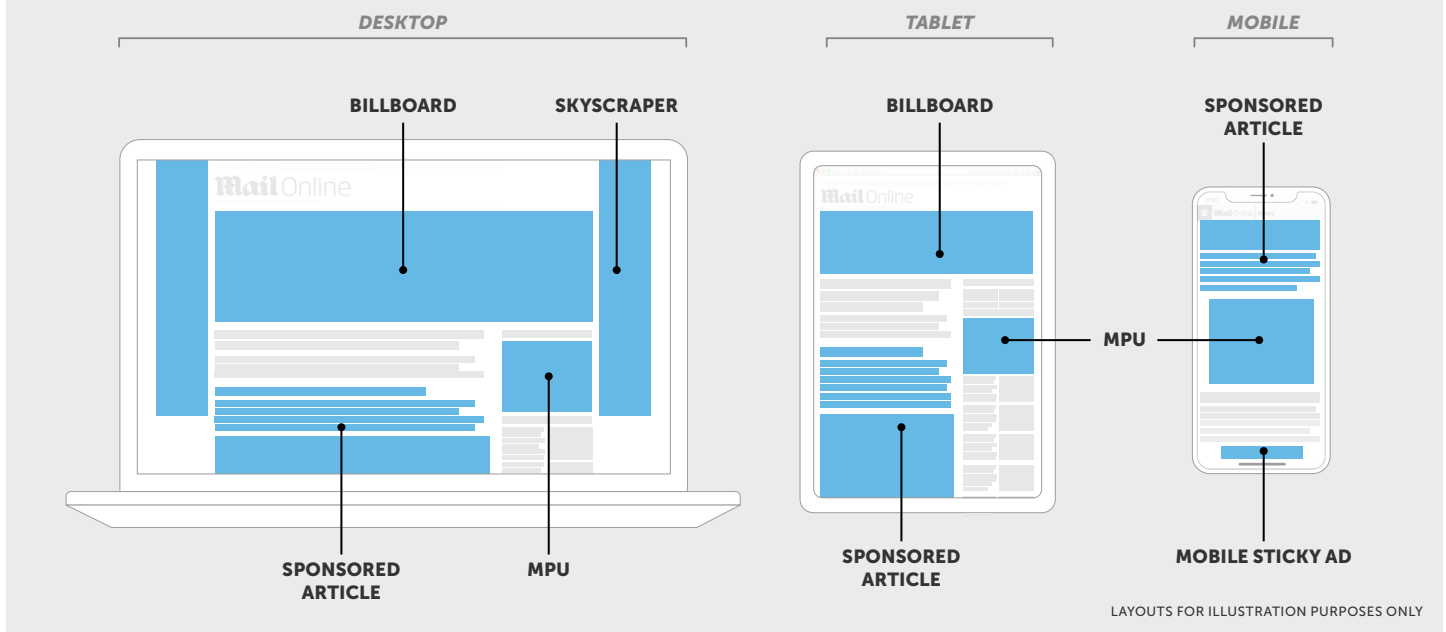
- Promoted on the sidebar of the *MailOnline* homepage and hosted on the *Money* section perpetually
- Minimum 200,000 article views guaranteed
- 1,000 guaranteed clicks on display ads
- Available nationwide

DEMOGRAPHICS



[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

- Motoring & Transport 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](#).

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