

# Family checklist

## 10 TOP IDEAS TO MAKE YOUR FAMILY LIFE JUST THAT BIT EASIER

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

PUBLISHED WITH **MailOnline**

**Family 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.

The MailOnline is one of the world's largest English-speaking newspaper website, 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. **Family Checklist** serves as the essential guide to help parents make the best choices available for their children.

Curated by an experienced team of MailOnline copywriters, **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and family finances.

**Family 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 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
- 6/10 MailOnline readers like to try out new food products



**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

Eco-friendly wipes for your bundle of joy **2**



All new parents need a stash of wet wipes in their arsenal for those expected (and more importantly unexpected) moments.

However, the average wet wipe can be full of plastics, meaning that when they do eventually breakdown, they can leak microplastics into our environment. With WaterWipes, however, every pack used saves the equivalent of six single use plastic carrier bags.

WaterWipes are the world's purest baby wipes, and are now 100% biodegradable. This means they are fully compostable and only take 12 weeks to decompose.

They also contain only two ingredients, 99.9% water and a drop of fruit extract, making them super gentle on sensitive young skin. They are also proven to be purer than cotton wool and water, so they're suitable for premature and newborn skin too.

**The Info:** Click here to find out more. Available in the UK and Ireland from January 2021.

[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

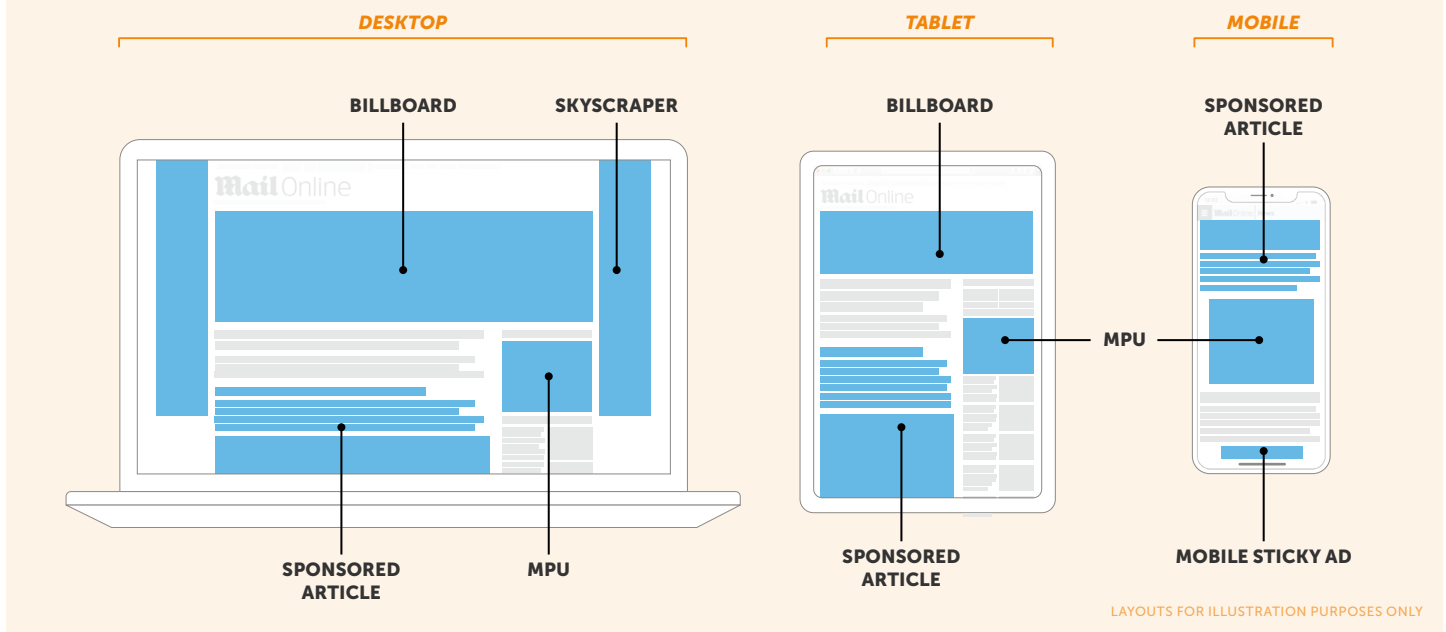
AGE	15-24	16%
	25-34	33%
	35-44	20%
	45+	32%

GENDER		66%		34%
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\*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](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

- Family Checklist is advertorial content compiled by The 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](#).