Gadgets and Tech
TOP 10 checklist ☑

EVERYTHING AT YOUR FINGERTIPS: 10 TOP DEVICES THAT WILL KEEP YOU CONNECTED

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

PUBLISHED WITH **Mail**Online

The Gadgets & Tech Top 10 Checklist is a native feature of 10 sponsored articles initially published on the *MailOnline* homepage. It initially appears in 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.
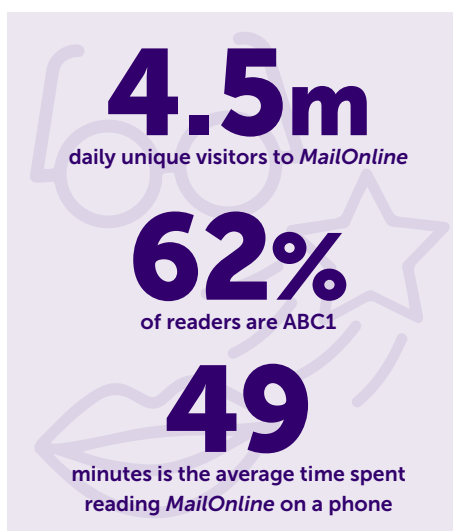
The *MailOnline* is the world's largest English-speaking website, with more than 160m unique browsers around the world. The *Femail* page of *MailOnline* boasts an affluent readership, with 62% who are ABC1. Packed full of inspiration for those who are interested in quality products, services and the latest gizmos. The Gadgets & Tech Top 10 Checklist serves as an essential guide for users who are seeking the latest devices to augment their lifestyle. *MailOnline*'s affluent readership are interested in high-quality, trusted brans to make life easier and keep the family entertained.

Curated by an experienced team of *MailOnline* copywriters, this native feature showcases a high-quality selection of products to benefit readers, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Hosted on the *Femail* page of *MailOnline*, the Gadgets & Tech Top 10 Checklist is the perfect shop window for brands and organisations to be featured on one of the world's most visited websites thus reaching an affluent and interested audience within *MailOnline*'s robust editorial environment who, when presented with accurate, reliable information, are highly suggestible to purchasing new products and services.

PARTICULARLY CONSIDERING

- 35% of all website traffic comes direct to the *Femail* channel
- 2 in 3 *MailOnline* readers agree shopping online makes their life easier

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

Razer Chroma

Discover more ways to have a gaming experience so immersive, your surroundings come to life. Razer Chroma RGB and Philips Hue bring customizable reactive lighting to your gameplay - so you can flood your room with the colour of every winning move.

Hue lights integrate seamlessly across all your Razer Chroma RGB enabled devices so every light source in the room reacts with your game. Choose to individually set each bulb to your preferred color, enjoy customizable lighting across multiple zones, or sync all lighting with a single touch, and enjoy full synchronization - all with Synapse.

Open a gateway of endless customization possibilities. Chroma Studio gives you the tools to create custom different lighting effects across your Synapse-supported devices for a setup that's truly your own. Or take your pick from stunning pre-configured effects like cascading waves or nice warm fire.

Find out more *razer.com*

CLICK HERE TO SEE A LIVE MAILONLINE 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
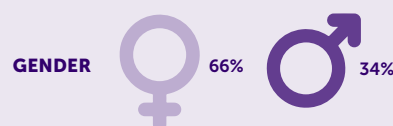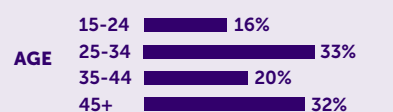
Competition Upgrade £1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

DISTRIBUTION

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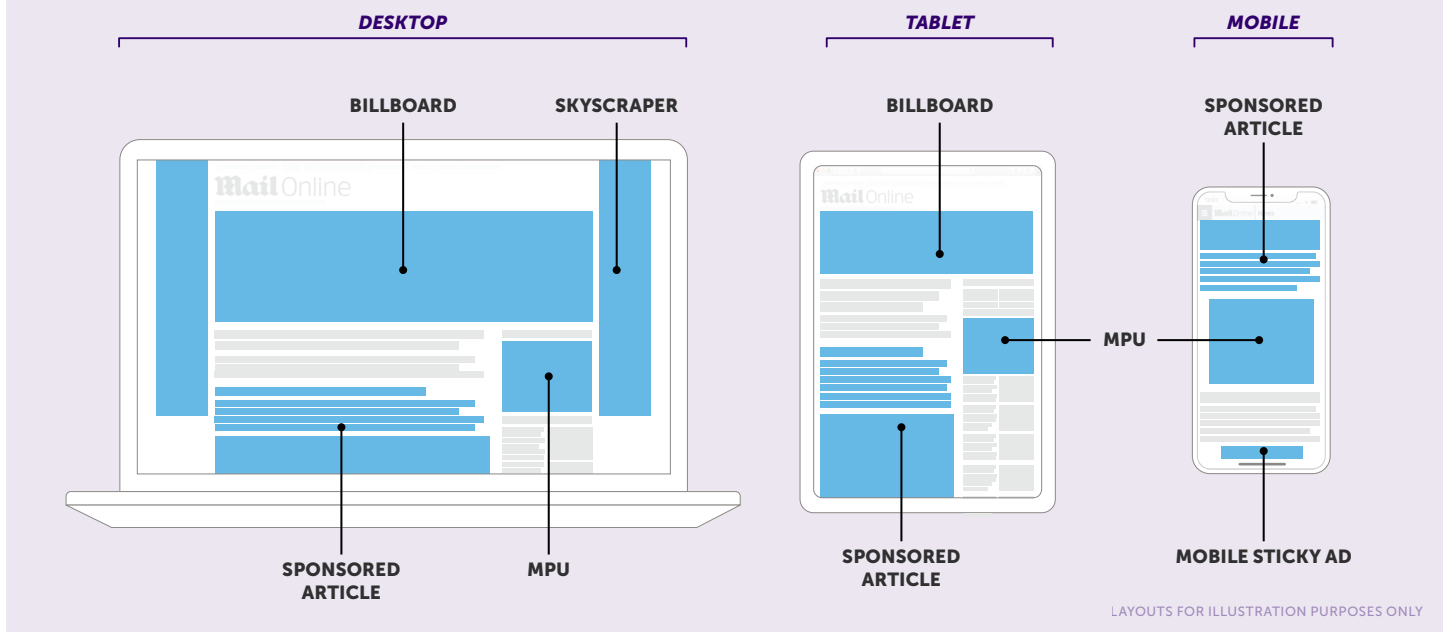
DEMOGRAPHICS

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

GENDER 66% 34%

*Femail section readership

ADVERTISING POSITIONS

DESKTOP

BILLBOARD SKYSCRAPER

SPONSORED ARTICLE MPU

TABLET

BILLBOARD

MPU

SPONSORED ARTICLE

MOBILE

SPONSORED ARTICLE

MOBILE STICKY AD

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

- Apps 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**.