

Family TOP 5 *checklist*

GET INSPIRED WITH THESE 5 TOP TRENDS AND IDEAS TO MAKE YOUR LIFE JUST THAT BIT EASIER

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



PUBLISHED WITH Daily Mail ONLINE

Family Checklist is a native feature of five sponsored articles published on the *DailyMail.co.uk* homepage. It initially appears as one of the first 10 articles on the sidebar **1** and is guaranteed a minimum of 12,000 unique views, after which the article is also promoted by way of 5 million ad-site traffic drivers **2** in content relevant locations to users who have buying intent in the subject matter.

The *DailyMail.co.uk* is one of the world's largest English-speaking newspaper websites, with more than 252m unique browsers around the world. The Femal page of *DailyMail.co.uk* boasts a young, affluent readership, with 69% aged between 15-44 and 65% 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 *DailyMail.co.uk* 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 *DailyMail.co.uk*'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
- *DailyMail.co.uk* reaches 65% of mums every month
- 6/10 *DailyMail.co.uk* readers like to try out new food products



4.4m
daily unique visitors to *DailyMail*.

65%
of *DailyMail.co.uk* readers are ABC1

70
minutes is the average time spent
per visitor

SPONSORED ARTICLE EXAMPLE

Eco-friendly wipes for your bundle of joy



All new parents need a stack 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 £12,000

Promoted on the sidebar of the *DailyMail.co.uk* homepage and then by 5 million ad-site traffic drivers

x1 MPU **3**, x1 billboard **4**, x1 skyscraper **5**
x1 mobile banner **6**, x1 leaderboard **7**
x1 sponsored content **8**

Video Upgrade £1,000 | Competition Upgrade £1000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

DISTRIBUTION

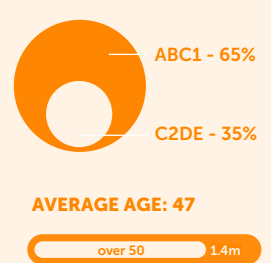
- Initially promoted on the sidebar of the *DailyMail.co.uk* homepage (12,000 UVs), and then in content-relevant locations (5 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS

GENDER



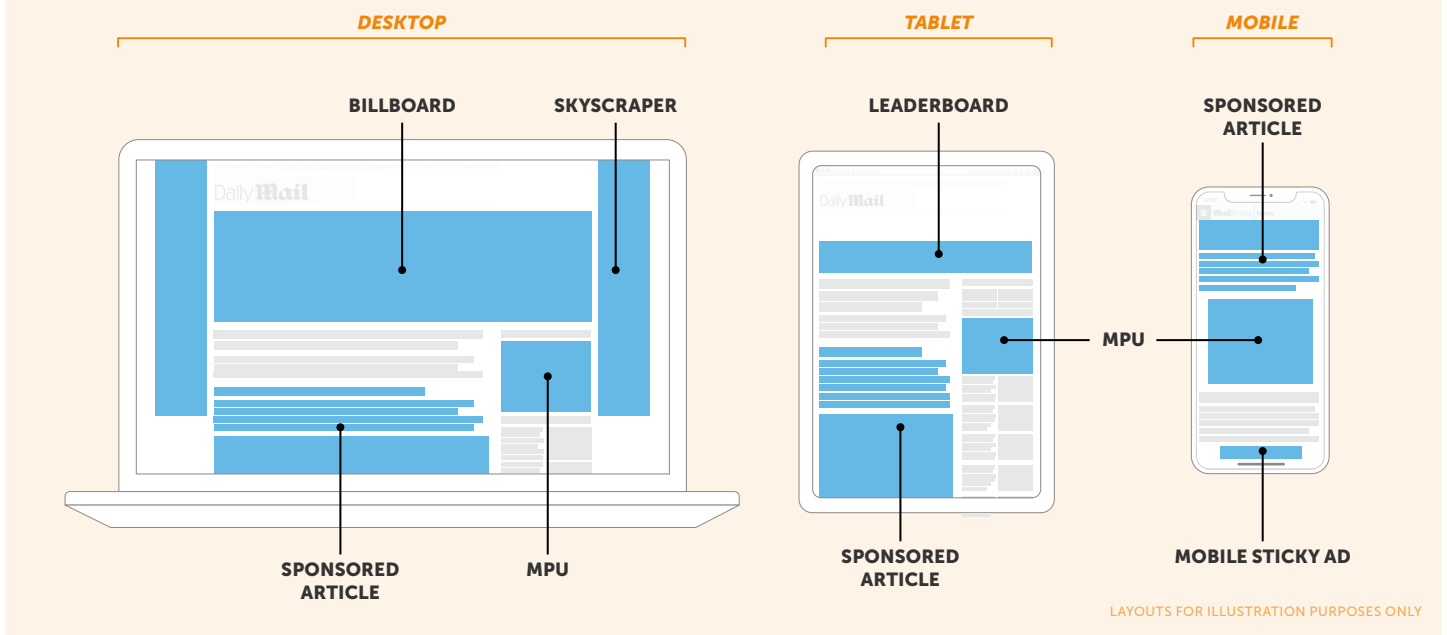
SOCIAL



AVERAGE AGE: 47

over 50 1.4m

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by DailyMail.co.uk
- **Article word count:** 150 words

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by DailyMail.co.uk
- **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)

LEADERBOARD

- Displays on desktop and tablet
- **Size:** 728px (w) x 90px (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 *DailyMail.co.uk*.
- Copy for advertorial features will be subedited by *DailyMail.co.uk*'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 *DailyMail.co.uk*.
- 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 DailyMail.co.uk'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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