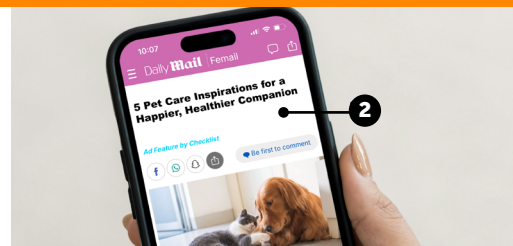
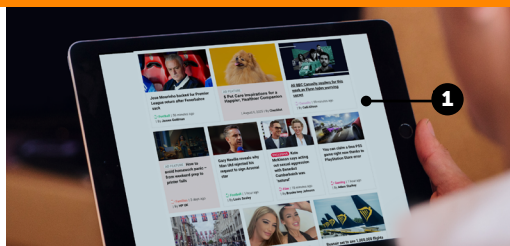


Pets and Animals TOP 5 *checklist* ✓

TOP 5 ESSENTIALS FOR KEEPING YOUR PET HAPPY AND HEALTHY

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



PUBLISHED WITH DailyMail

iab europe

The **Pets Checklist** is a native feature of five sponsored articles published on the *DailyMail.co.uk* homepage. It initially appears as one of the first ten 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 an interest and/or 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 Femail page of *DailyMail.co.uk* boasts a young, affluent readership, with 69% aged between 15-44 and 65% who are ABC1. The **Pets Checklist** serves as the essential guide to help pet owners make informed choices that support the health, happiness, and wellbeing of their animals.

Curated by an experienced team of *DailyMail.co.uk* copywriters, the **The Pets Checklist** showcases a high-quality selection of products and services for pets and their owners, ranging from food options, veterinary care, training classes, grooming equipment and services, charities, insurance, equine pursuits, exotic/tropical animals, pet-friendly hotels/restaurants and toys and accessories.

The **Pets Checklist** is the perfect shop window for brands and organisations to benefit from a highly engaged audience who are looking for ways to keep their animals healthy and happy and, crucially, the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- 60% of UK households have a pet
- In 2024, 24% of UK pet owners reported that the cost of living affected pet care



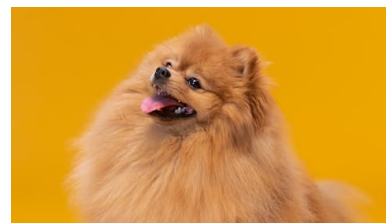
4.4m
daily unique visitors to *DailyMail*.

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

70
minutes is the average time spent
per visitor

SPONSORED ARTICLE EXAMPLE

Looking after every member of the family



Give your pet a little extra care with VetPlus (Image: VetPlus)

Pets are a huge part of the family and deserve to be able to enjoy life to the maximum.

For more than 30 years, VetPlus has worked tirelessly to aid this, developing high-quality nutraceutical products that support pet health and wellbeing.

These products are supplements made from natural ingredients which are said to provide health benefits beyond basic nutrition.

More than 90% of products are produced in-house in Lancashire, having to pass through at least 16 quality checks before being released to vets and subsequently customers.

VetPlus is available in more than 50 countries worldwide, providing a full range of products including Synoquin, a joint supplement formulated to help maintain healthy cartilage and support the natural systems that control inflammation; Calmex, to support a calm demeanour; and Sustain, a long-term gut and immune health aid.

Find out more at vetplusglobal.com and speak to your vet about VetPlus products.

[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



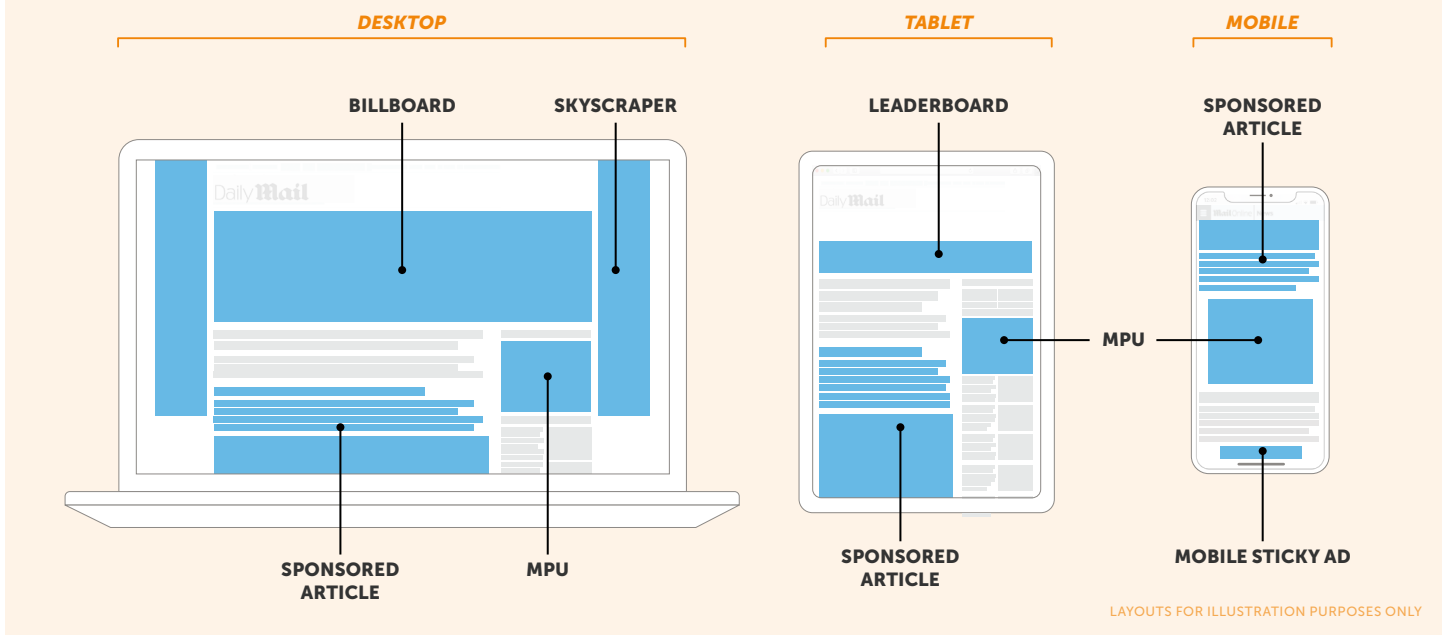
SOCIAL



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

- Pets 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](#).