

# HOMES AND INTERIORS

*checklist* ✓

**10 TOP INSPIRATIONS FOR THOSE LOOKING TO MOVE, IMPROVE OR MAKE A HOUSE A HOME**

**PUBLISHED WITH MailOnline ON FRIDAYS**

**Homes & Interiors Checklist** is a native feature of 10 sponsored articles published on the *MailOnline* homepage. It initially appears on the first 5 articles of the sidebar **1** and is guaranteed a minimum of 400,000 views - the advertorial content is hosted perpetually on the *Femail* section of *MailOnline* and includes individual links for the benefit of all 10 advertising partners.

Curated by an experienced team of *MailOnline* copywriters, this native feature showcases a high-quality selection of 10 products and services, including new and old properties, power tools, household gadgets, accessories, interior design ideas and fine furnishings.

The *MailOnline* is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *Femail* page of the *MailOnline* boasts an affluent readership, with 73% who are ABC1. **Homes & Interiors Checklist** serves as the essential guide for readers on the latest trends, inspirations and ways to increase the value of their homes through the power of home improvements.

Hosted on the *Femail* page of the *MailOnline*, **Homes & Interiors Checklist** is the perfect shop window for brands and organisations to benefit from *MailOnline*'s robust editorial environment, an engaged and affluent ABC1 audience and crucially the gravitas of being featured on one of the world's most visited websites.

## PARTICULARLY CONSIDERING

- 35% of all website traffic comes direct to the *Femail* channel
- 1 in 2 readers have ISA, investments or premium bonds
- Readers are 24% more likely to buy/sell their home in the next 12 months

**CLICK HERE TO SEE A LIVE FEATURE**



**3.8m**  
daily unique visitors to *MailOnline*

**73%**  
of readers are ABC1

**42**  
minutes is the average time spent  
reading *MailOnline* on a phone

## SPONSORED ARTICLE EXAMPLE

**Ideal Boilers at the heart of your home**



**Ideal Boilers** make products that are at the heart of your home and offers unparalleled service and reliability.

It's funny how much we take a comfortable, cosy home for granted - until the boiler goes on the blink. That's why it's so important to make sure we get ours from a company we can trust.

With Ideal Boilers, you know you're in safe hands. With a longstanding history dating back to 1906, you'll be able to find quality, reliable products that suit every home. While having a newer, more efficient model at the heart of your home will make it run more effectively, Ideal Boilers offers warranties that last up to 12 years, making it the perfect choice for your peace of mind.

And if you do need one of the expert team to come and fix yours, Ideal Boilers is committed to delivering a high standard of service to all of its installers and consumers first time, every time.

Keep an eye-out for their heartwarming new TV campaign, highlighting the movie moments that have given us that warm and fuzzy feeling.

**The info:** Click here to find your local Ideal Recommended Installer or to find out which model is ideally-suited to you and your home.

## RATE CARD

### Native package

200k article views **2** + 60,000 banner impressions respectively across:

x3 MPUs **3**

x1 billboard **4**

x2 skyscrapers **5**

x1 mobile banner **6**

**£19,950**

## DISTRIBUTION

- Published within the first five articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 200,000 article views guaranteed
- Available nationwide

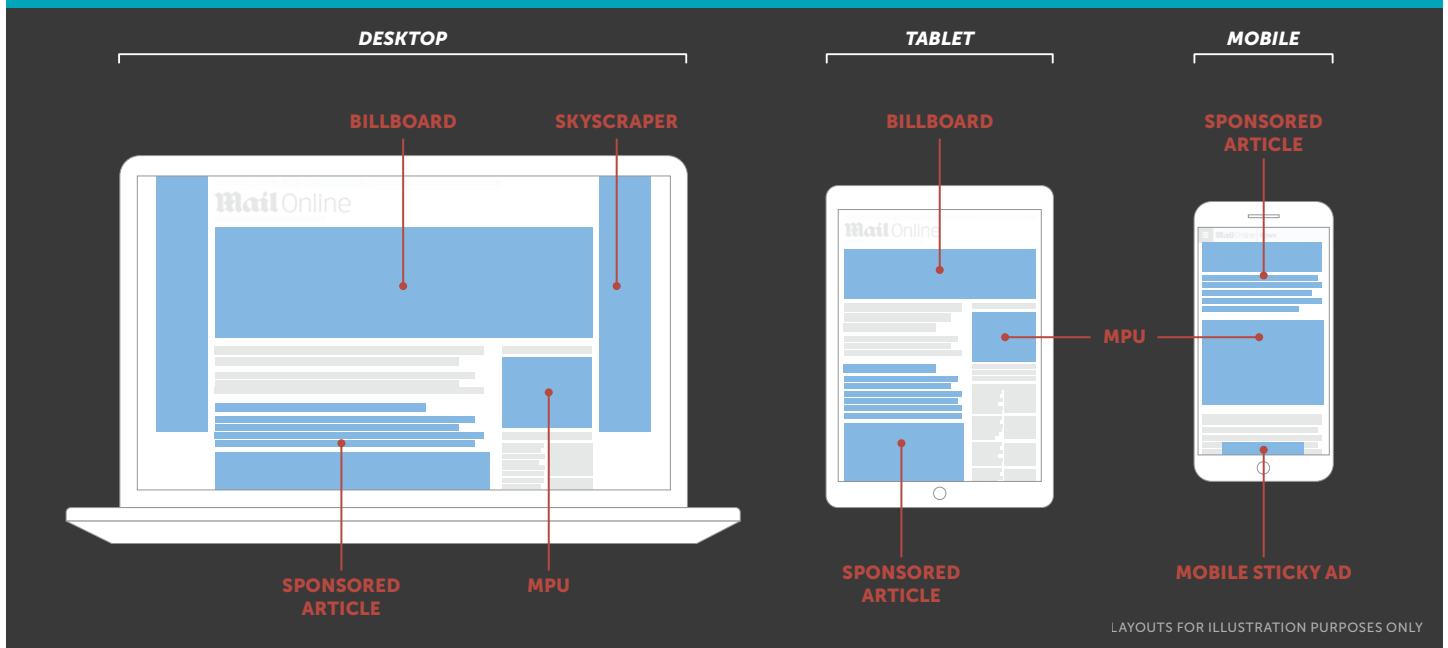
## DEMOGRAPHICS

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

GENDER	♀	66%
	♂	34%

\**Femail* section readership

## 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:** 634px (w) x 415px (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.

### 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.

### TERMS & CONDITIONS

- Homes & Interiors 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: [hurstmediacompany.co.uk/hurst-media-advertising-terms](http://hurstmediacompany.co.uk/hurst-media-advertising-terms).
- 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.
- All copy, images, claims and promotions must adhere to the Advertising Standards Authority UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code).

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The UK's trusted media partner