

New Year's Resolutions TOP 10 *checklist* ✓

10 TOP WAYS TO STICK WITH YOUR NEW YEAR'S RESOLUTIONS

(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**.co.uk

iab.europe

New Year's Resolutions Checklist is a sponsored article of native content published on the *Daily Mail.co.uk* homepage. It appears on the first ten 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 advertising partners.

Daily Mail.co.uk is one of the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *Femail* page of *Daily Mail.co.uk* boasts a young, affluent readership, with 69% aged between 18-44 and 42% who are ABC1. *New Year's Resolutions Checklist* serves as the essential guide to help readers make positive changes in order to lead an improved lifestyle for 2021.

New Year's Resolutions Checklist showcases a high-quality selection of products and services, ranging from learning new skills and careers, specialist food supplements, alternative therapies, diet and fitness advice, new adventures and hobbies, as well as ways to save money and break bad habits.

Hosted on the *Femail* page of the *Daily Mail.co.uk*, *New Year's Resolutions Checklist* is the perfect shop window for brands and organisations to benefit from an affluent audience, who are highly suggestible to new purchasing ideas.

PARTICULARLY CONSIDERING

- 41% of readers are more likely to have bought health products online
- 13million readers are eating more healthily now than they have in the past
- 1 in 2 readers look after their health to improve their appearance.



SPONSORED ARTICLE EXAMPLE

Stay strong with the ultimate fitness app

A new year often sparks dreams of a fitter, healthier you, but let's face it – endless hours at the gym and restrictive diets rarely go the distance. Cue the CB Fitness App, your new partner in sustainable fitness, created by renowned personal trainer Courtney Black.

This January, Courtney's highly anticipated 4 Week Shred and Sculpt Challenge kicks off, offering a fresh approach to achieving your health goals. With five 45-minute workouts a week, the program blends cardio, strength, shred, and sculpting routines to help you build habits that last. The best part? You can join anytime!

From yoga to boxing, pilates to HIIT, and a new Run x Strength hybrid program, CB Fitness caters to every fitness need. Save time, save money, and see real transformations—all from the comfort of home. Start becoming your happiest, healthiest self today!

The info: Click here to find out more.

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 **2**, x1 billboard **3**, x1 skyscraper **4**
- x1 mobile banner **5**, x1 leaderboard **6**
- x1 sponsored content **7**

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 (24,000 UVs), and then in content-relevant locations (10 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS

GENDER



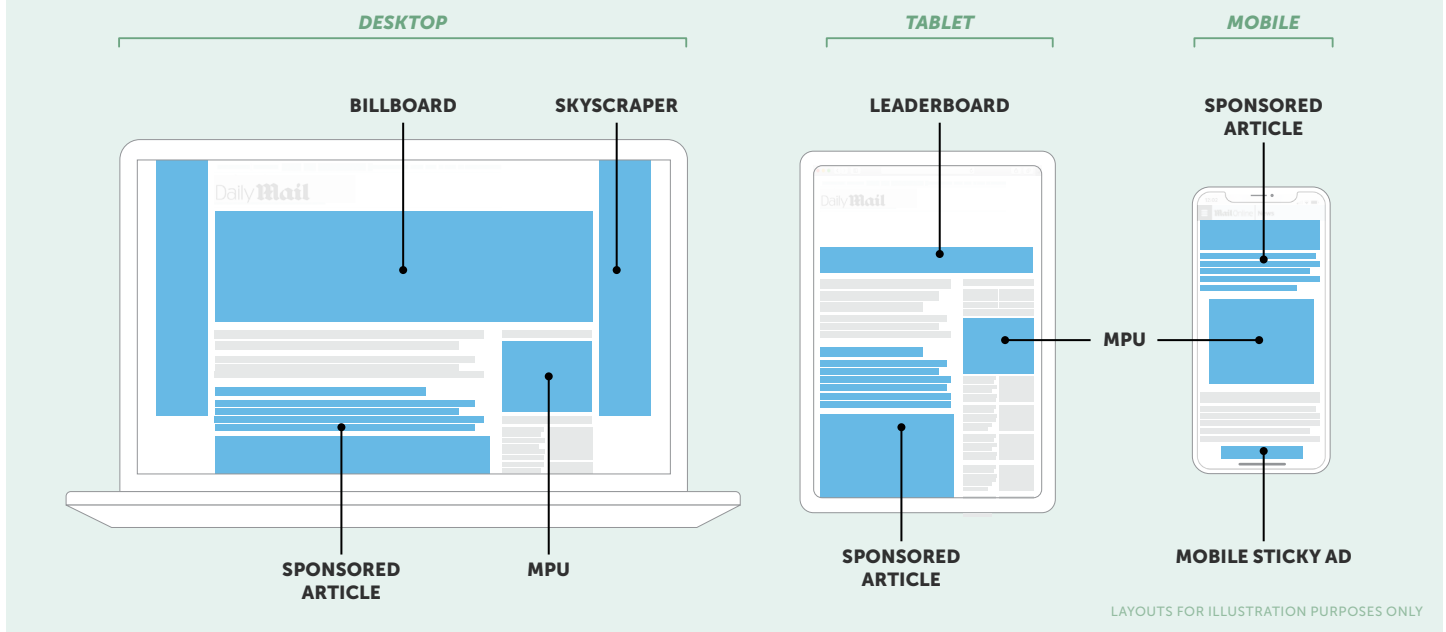
SOCIAL



AVERAGE AGE: 47



ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

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

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by Daily Mail.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 *Daily Mail.co.uk*.
- Copy for advertorial features will be written by *Daily Mail.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

- 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 *Daily Mail.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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