

Family checklist

10 TOP IDEAS TO MAKE YOUR FAMILY LIFE JUST THAT BIT EASIER



PUBLISHED WITH MailOnline ON FRIDAYS

Family Checklist is a native feature of 10 sponsored articles published on the MailOnline homepage. It initially appears in the first 10 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 10 advertising partners.

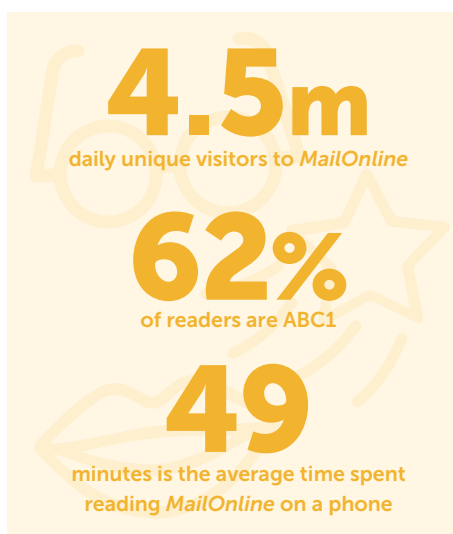
The MailOnline is one of the world's largest English-speaking newspaper website, with more than 252m unique browsers around the world. The Femail page of MailOnline boasts a young, affluent readership, with 69% aged between 15-44 and 62% who are ABC1. Family Checklist serves as the essential guide to help parents make the best choices available for their children.

Curated by an experienced team of MailOnline 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 MailOnline'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
- MailOnline reaches 65% of mums every month
- 6/10 MailOnline readers like to try out new food products



SPONSORED ARTICLE EXAMPLE **2**

Ultimate peace of mind that you're giving your child the best start in life



iCandy pushchairs are designed in the UK to ensure absolute perfection and unrivalled style.

The multi-functional iCandy Peach is famous for its one-handed fold, ability to convert into a double stroller and fashion forward colourways.

The engineering of the pushchairs are more in line with aeronautical design than that of a traditional pushchair. Strong, lightweight aluminium frames with iconic styling set them apart from the competition. The ride for baby seamless, safe and deliriously comfortable, and the experience for you a pure pleasure. Just as important as the design is the look - the look of luxury, modernity and style.

When you choose an iCandy, you're not just buying a pushchair - you're guaranteeing the utmost in quality, safety and functionality for your child and your family.

TRY IT: Click here to discover the iCandy Peach, worth £999!

CLICK HERE TO SEE A LIVE FEATURE

RATE CARD

Native package

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

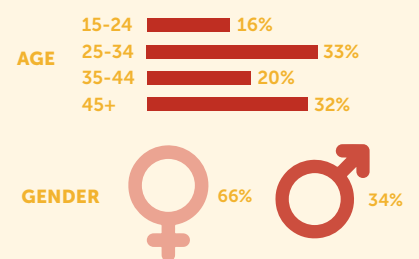
- x3 MPU's **3**
- x1 billboard **4**
- x2 skyscrapers **5**
- x1 mobile banner **6**

£19,950

DISTRIBUTION

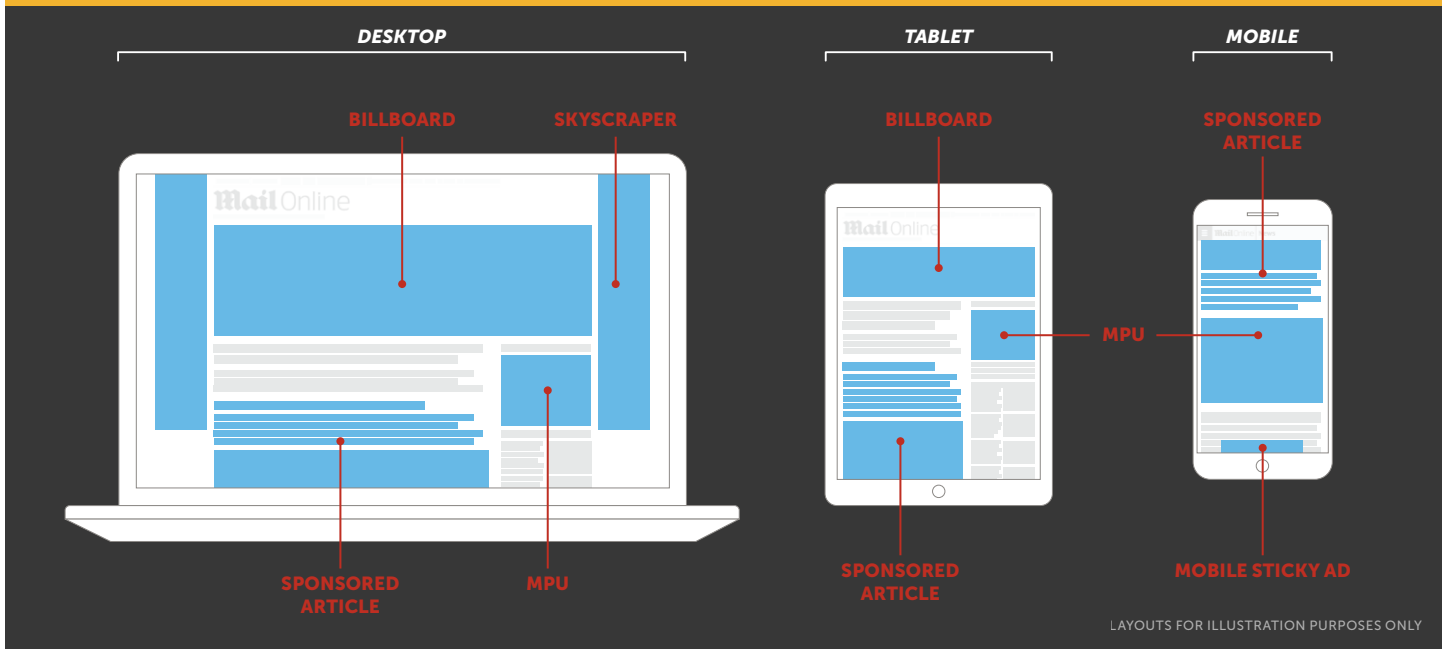
- Published within the first ten articles on the MailOnline homepage and hosted on the Femail page perpetually
- Minimum 200,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS



*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

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

- Family Checklist is advertorial content compiled by The 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.
- 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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checklist

HURST MEDIA
The UK's trusted media partner