

# Financial and Legal *checklist*

## HERE ARE 10 TOP BRANDS TO HELP YOU IMPROVE YOUR FINANCES

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

## PUBLISHED WITH **Mail**Online ON FRIDAYS

Financial & Legal 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 200,000 views - the advertorial content is hosted perpetually on the popular News section of MailOnline and includes individual links for the benefit of all 10 advertising partners.

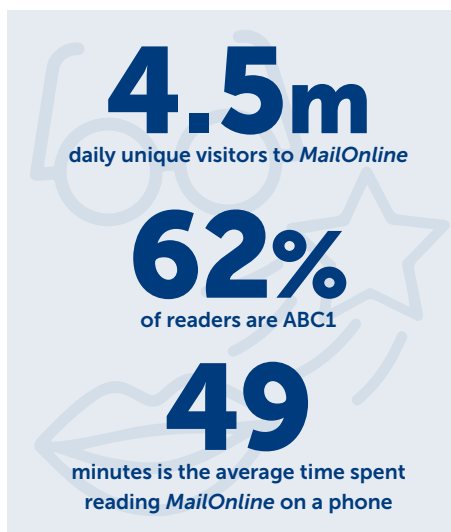
The MailOnline is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The News section of MailOnline boasts an affluent readership, with average savings and investments of £26,500 and 62% who are ABC1. Financial & Legal Checklist serves as the essential guide for these wealthy readers, with the latest advice for how they can make the most of their money.

Curated by an experienced team of MailOnline copywriters, it showcases a high-quality selection of 10 products and services, ranging from activities and leisure, travel options, legal advice, homecare and healthcare options.

Hosted on the News page of the MailOnline, Financial & Legal 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

- 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
- 42% of readers agree 'I look for profitable ways to invest my money'



### SPONSORED ARTICLE EXAMPLE


**Make your savings work for you**

Are you keen to maximise your money and really make your savings work as hard as you do? If so then it might be time to swap banks. And Hampshire Trust Bank (HTB) could be the one for you. This specialist bank, staffed by experts, is focused on helping both UK personal and business customers fully realise their ambitions.

Its award-winning personal savings accounts are a great alternative to keeping cash in a regular current account, while fixed and variable rates give customers a range of options to choose from when it comes to their saving goals.

And the best bit? HTB is dedicated to lending to UK businesses, so you can be assured that your investments are helping to drive the British economy.

**TRY IT:** For more information on the range of savings accounts and rates available, click here or call their dedicated UK-based support team.



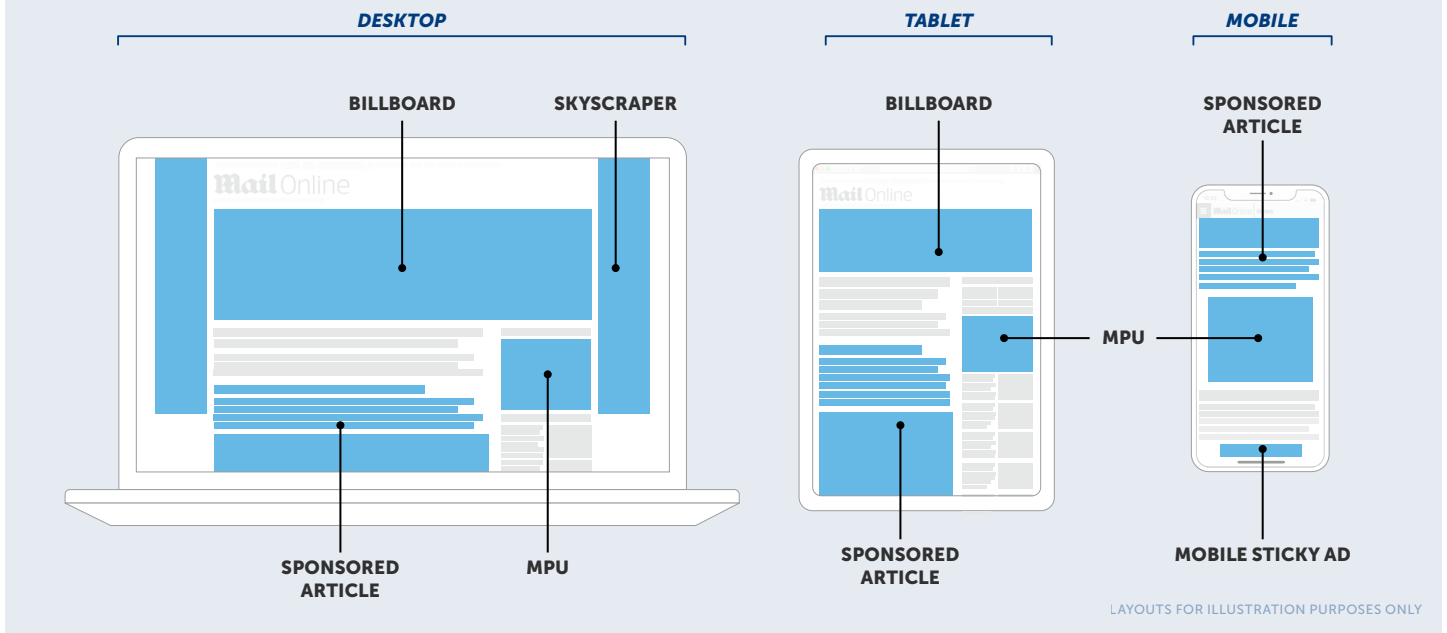
Let the experts at Hampshire Trust Bank get your savings working hard for you.

**CLICK HERE TO SEE A LIVE FEATURE**

<h3>RATE CARD</h3> <p><b>Native package £15,000</b> 200k article views <b>2</b> + circa 60,000 banner impressions respectively across: x1 MPU <b>3</b>, x1 billboard <b>4</b>, x1 skyscraper <b>5</b>, x1 mobile banner <b>6</b></p> <p><b>Video upgrade £1,000</b> <b>Competition Upgrade £1,000</b></p> <p><b>CLICK HERE TO SEE THE COMPETITION MEDIA PACK</b></p>	<h3>DISTRIBUTION</h3> <ul style="list-style-type: none"> <li>• Promoted on the sidebar of the homepage and hosted on the News section perpetually. Available nationwide.</li> <li>• Minimum 200,000 article views guaranteed.</li> <li>• 1000x extra guaranteed clicks delivered from additional ROS banners.</li> </ul>	<h3>DEMOGRAPHICS</h3> <table border="1"> <tr> <td>AGE</td> <td>15-24</td> <td>16%</td> </tr> <tr> <td></td> <td>25-34</td> <td>33%</td> </tr> <tr> <td></td> <td>35-44</td> <td>20%</td> </tr> <tr> <td></td> <td>45+</td> <td>32%</td> </tr> </table> <table border="1"> <tr> <td>GENDER</td> <td>♀</td> <td>49%</td> <td>♂</td> <td>51%</td> </tr> </table>	AGE	15-24	16%		25-34	33%		35-44	20%		45+	32%	GENDER	♀	49%	♂	51%
AGE	15-24	16%																	
	25-34	33%																	
	35-44	20%																	
	45+	32%																	
GENDER	♀	49%	♂	51%															

\*Facts and figures from MailMetroMedia

# 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:** 1000px (w) x 667px (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. 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)

## 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, unless advised otherwise.

## TERMS & CONDITIONS

- Financial, Legal & Retirement 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](#).
- 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.
- 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](#).

### CONTACT DETAILS

Hurst Media Company  
1 Phipp St, London,  
EC2A 4PS

Tel: 020 3478 6017

[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

