


# Financial & Legal

*checklist* 

**SAVE MONEY, MAKE MONEY: OUR 10 TOP TIPS TO IMPROVE YOUR FINANCIAL MANAGEMENT**

**PUBLISHED WITH**  **AND MailOnline ON FRIDAYS**

**Financial & Legal Checklist** is a native feature of 10 sponsored articles published on *ThisIsMoney.co.uk* and *MailOnline*'s homepages. It initially appears on the first 10 articles of the sidebar  on *ThisIsMoney.co.uk* plus *MailOnline*'s main homepage and is guaranteed a minimum of 200,000 views. The advertorial content has links for the benefit of all 10 advertising partners.

*ThisIsMoney.co.uk* is a popular online destination for financial information and advice, with 3.4m monthly unique visitors. It boasts an affluent readership, with 67% who are ABC1.

*MailOnline* is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers worldwide.

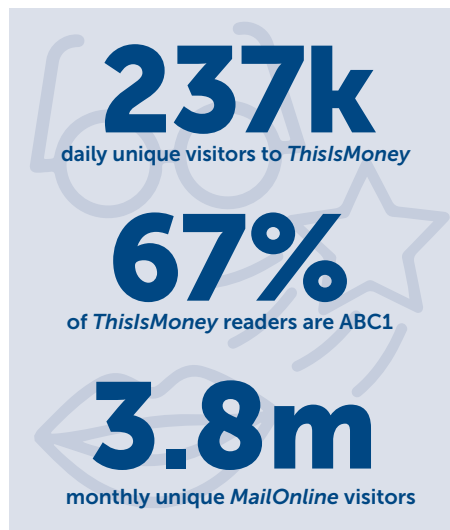
**Financial & Legal Checklist** therefore serves as the essential guide for wealthy readers, with advice for how they can make the most of their money.

Curated by an experienced team of copywriters at *ThisIsMoney.co.uk*, it showcases a high-quality selection of 10 products and services, ranging from pensions, insurance, mortgages, savings, legal advice, retirement options, property and investments.

**Financial & Legal Checklist** is ideal for those looking to benefit from *ThisIsMoney.co.uk* and *MailOnline*'s robust editorial environments and affluent ABC1 audiences, plus the gravitas and goodwill of being featured on two of the world's most visited financial and news websites.


## PARTICULARLY CONSIDERING

- 42% of *ThisIsMoney.co.uk* readers have ISA, investments or premium bonds
- Those who read *ThisIsMoney.co.uk* have over £30k in savings and investments
- 25% of all readers are more likely to be moving house in the next 12 months
- The average age of readers is 49-years-old
- 42% of *MailOnline* readers agree 'I look for profitable ways to invest my cash'.



## SPONSORED ARTICLE EXAMPLE

**Take control of your financial future**



In the constant whirlwind of counting down to pay day, we often forget to look ahead and think about tomorrow.

Unfortunately, this can mean being financially unprepared as we near or enter retirement age. So, how ready are you?

QuoteSearch can help you take control, so you can look forward to the years ahead - rather than worrying about you and your loved ones.

From Equity Release, which can unlock wealth within your property, helping you to enjoy retirement or benefit a loved one, to Life Insurance and Pre-Paid Funeral Plans for when the time comes, they can quickly and simply help their customers enjoy peace of mind when organising their financial affairs.

**The Info:** Click here to fill out one simple form and we'll get you talking to an expert consultant who can answer your questions and help you make the right choice. Join the 1.5 million customers who've trusted QuoteSearch so far.

**CLICK HERE TO SEE A LIVE FEATURE**

## RATE CARD


### Native package

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

x1 MPU 

x1 billboard 

x1 skyscraper 

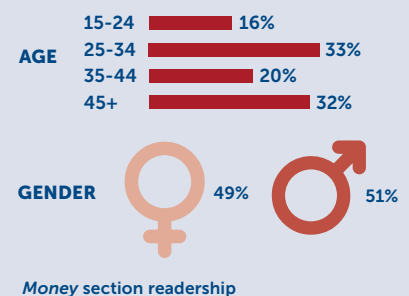
x1 mobile banner 

**£19,950**

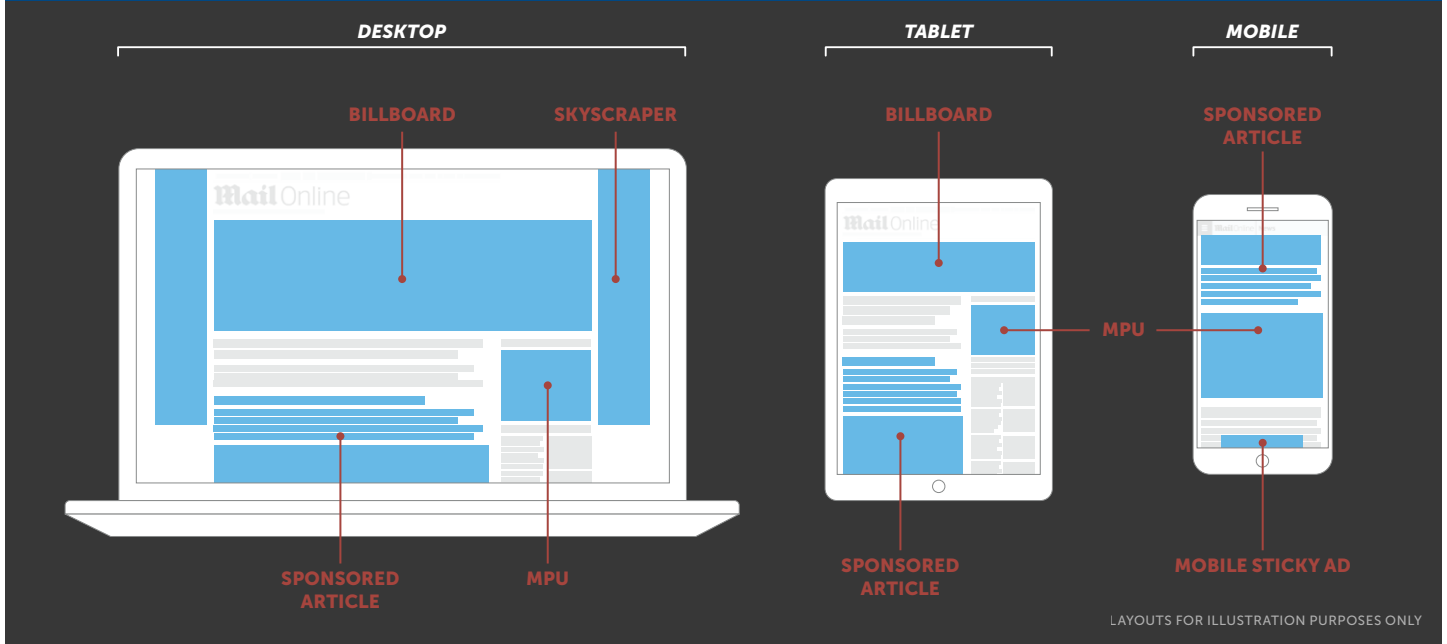
## DISTRIBUTION

- It initially appears on the first 10 articles of the *ThisIsMoney* sidebar and is hosted on both the *ThisIsMoney* and *MailOnline* homepages
- Minimum 200,000 article views guaranteed
- Available nationwide

## DEMOGRAPHICS



## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

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

#### IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Image caption:** Written by Thisismoney.co.uk
- **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 Thisismoney.co.uk.
- Copy for advertorial features will be subedited by Thisismoney.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.

### TERMS & CONDITIONS

- Financial & Legal Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on Thisismoney.co.uk
- 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 Thisismoney.co.uk'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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