

# Health and Wellbeing

## checklist



10 TOP WAYS TO HELP YOU FEEL FABULOUS AND LIVE BETTER

PUBLISHED WITH **MailOnline** ON FRIDAYS

Health & Wellbeing 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.

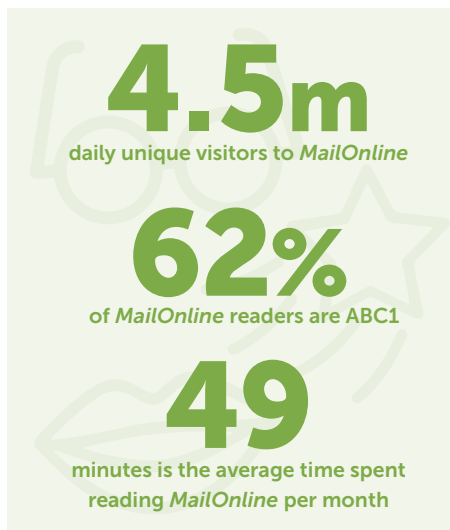
The MailOnline is one of the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The Femail page of MailOnline boasts a young, affluent readership, with 69% aged between 15-44 and 73% who are ABC1. Health & Wellbeing Checklist serves as the essential guide to help these health-conscious readers make positive changes in order to lead an improved lifestyle.

Curated by an experienced team of MailOnline copywriters, Health & Wellbeing Checklist showcases a high-quality selection of 10 products and services, ranging from over the counter remedies, specialist clinics, beauty & cosmetic treatments, alternative therapy, and diet & fitness solutions.

Health & Wellbeing 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 health 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
- 1 in 2 readers look after their health to improve their appearance
- 13million readers are eating more healthily now than they have in the past



### SPONSORED ARTICLE EXAMPLE

Get the support you need **2**

Back in Action are experts in providing comfortable, supportive products that will help ease back pain when other treatments have failed

Is back pain driving you mad? Well, have you tried helping ease back pain through furniture? From portable supports for your car, a comfortable computer chair or a magical mattress. Back in Action has developed products to restore the youthfulness of your back for 30 years.

Their products aren't just made for comfort, but to also help keep your spine supported and healthy. From The Actulum, an elegant chair that can reduce sitting fatigue, improve posture and reduce lower back pain to the life-changing Back in Action Mobiliser, developed for people who have been dealing with chronic back pain for six or more months.

Talking about the product, thrilled customer S. Hayward explained: 'Completely changed my life. I had major back surgery 17 years ago (was bed bound for 2 years) and after trying the Mobiliser 7 years ago I woke up straight for the first time in years.'

**The Info:** Do something today! Click [here](#) to explore our products... the next user quote might be yours!

[CLICK HERE TO SEE A LIVE FEATURE](#)

### RATE CARD

#### Native package

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

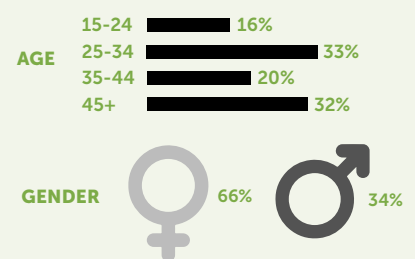
- x1 MPU **3**
- x1 billboard **4**
- x1 skyscraper **5**
- x1 mobile banner **6**

**£19,950**

### DISTRIBUTION

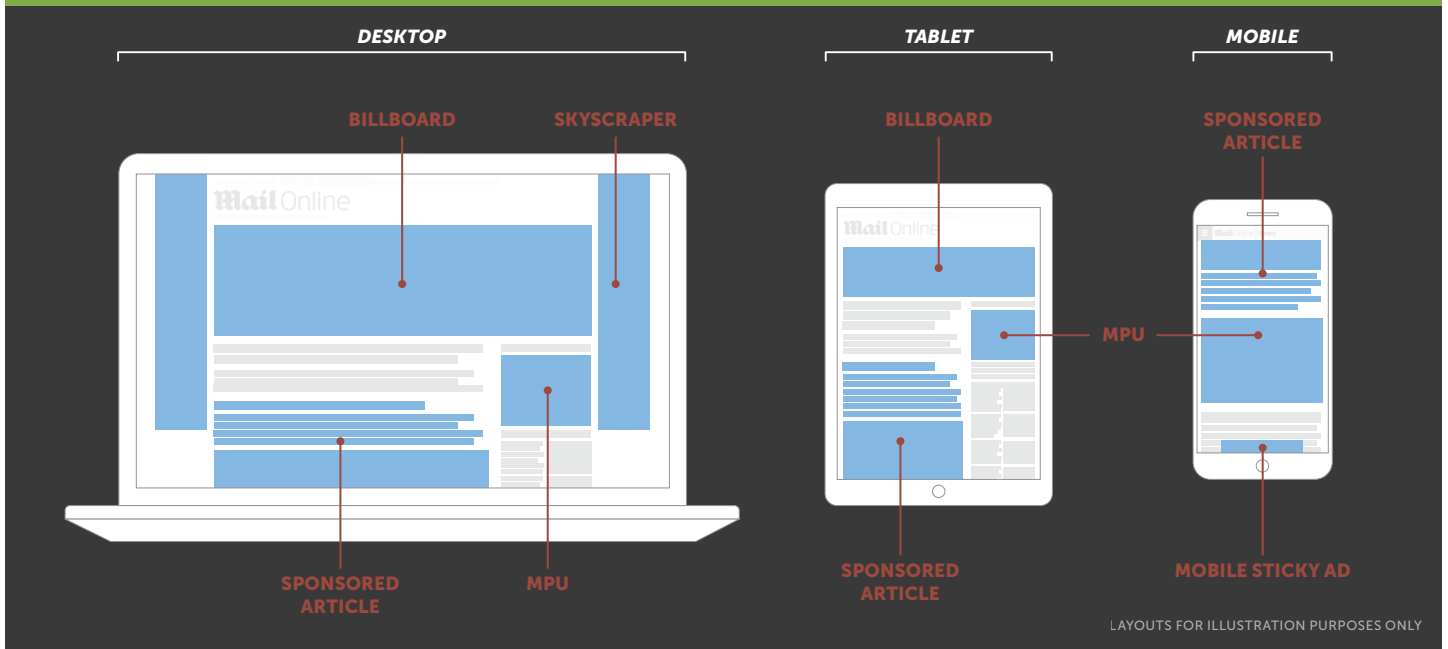
- Promoted on the sidebar of the MailOnline homepage and hosted on the Femail page perpetually
- Minimum 200,000 article views guaranteed
- Available nationwide

### 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](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

- Health & Wellbeing 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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**checklist**

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The UK's trusted media partner