Homes and Interiors *checklist* ☑

10 TOP INSPIRATIONS FOR THOSE LOOKING TO MOVE, IMPROVE OR MAKE A HOUSE A HOME

(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

Homes & Interiors 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 *Femail* section of *MailOnline* and includes individual links for the benefit of all 10 advertising partners.
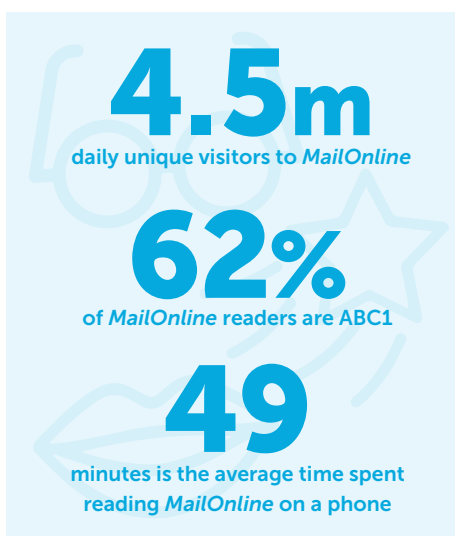
Curated by an experienced team of *MailOnline* copywriters, this native feature showcases a high-quality selection of 10 products and services, including new and old properties, power tools, household gadgets, accessories, interior design ideas and fine furnishings.

The *MailOnline* is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *Femail* page of the *MailOnline* boasts an affluent readership, with 62% who are ABC1. Homes & Interiors Checklist serves as the essential guide for readers on the latest trends, inspirations and ways to increase the value of their homes through the power of home improvements.

Hosted on the *Femail* page of the *MailOnline*, Homes & Interiors 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

- 35% of all website traffic comes direct to the *Femail* channel
- 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

4.5m
daily unique visitors to *MailOnline*

62%
of *MailOnline* readers are ABC1

49
minutes is the average time spent reading *MailOnline* on a phone

SPONSORED ARTICLE EXAMPLE

A beautiful night's sleep

We spend about a third of our lives sleeping, so investing in a good bed is an absolute must. But looking around for an attractive bed can be hard work.

Not with Button & Sprung. This British company offer a fresh approach to buying a bed, combining stylish upholstered beds with a commitment to excellent customer service.

They have a diverse range of made-to-order frames on offer starting from just £545, which all come with 100 nights free returns, a 10-year guarantee and free delivery within roughly 65 miles of London, so buying a perfect bed has never been easier.

Whether you're after a classic divan or an ottoman storage bed, Button & Sprung can help you design your dream bed in one of over 100 exclusive fabrics. Plus, because they design, make and deliver the beds themselves, it's a speedy and great value service. So much so, in fact, that 99% of reviewers would recommend Button & Sprung.

The Info: Click here to find out more or call to speak to the team to get advice on bed or mattress buying on 0333 320 1801.


CLICK HERE TO SEE A LIVE FEATURE

RATE CARD

Native package £15,000

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

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

Video upgrade £1,000
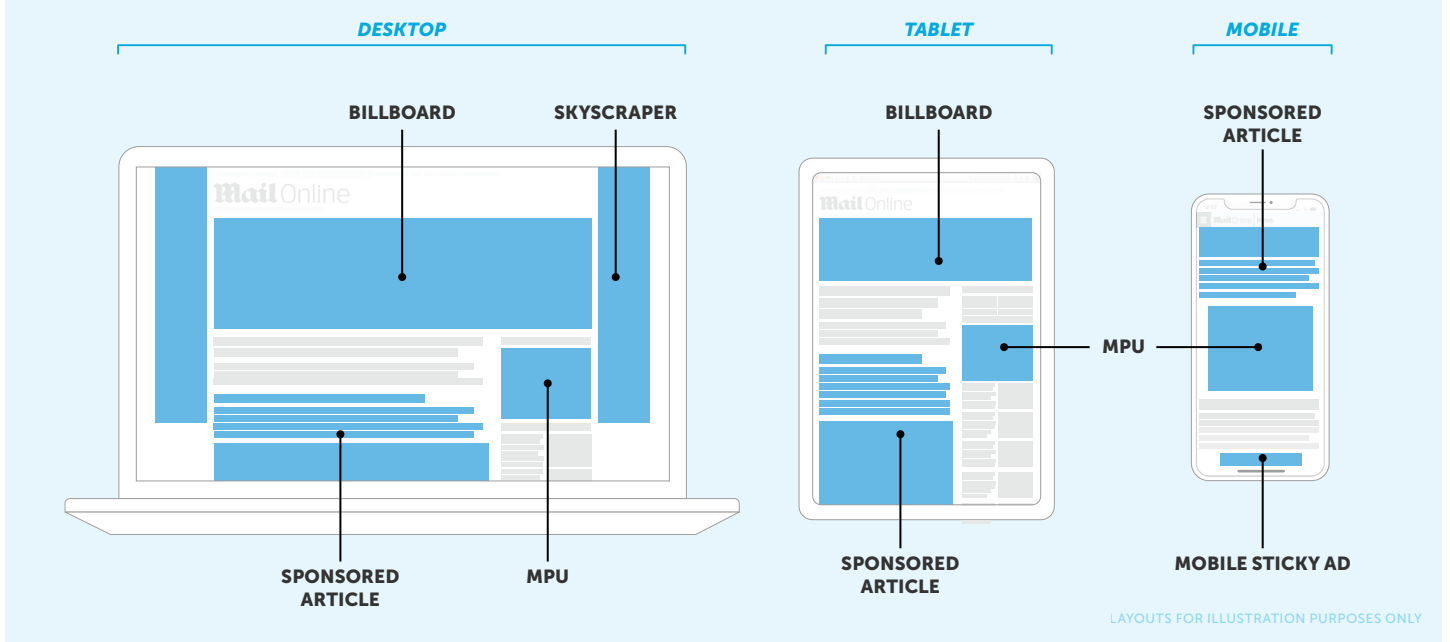
Competition Upgrade £1,000

DISTRIBUTION

- Promoted on the sidebar of the MailOnline homepage and hosted on the *Femail* section perpetually. Available nationwide.
- Minimum 200,000 article views guaranteed.
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS

AGE	
15-24	16%
25-34	33%
35-44	20%
45+	32%

GENDER	
♀	66%
♂	34%

Femail section readership
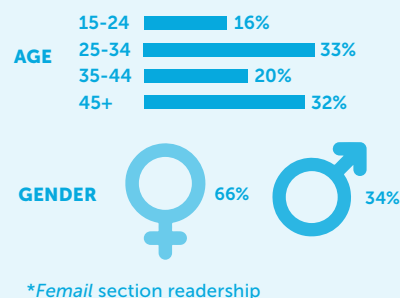
CLICK HERE TO SEE THE COMPETITION MEDIA PACK

ADVERTISING POSITIONS

DESKTOP

BILLBOARD SKYSCRAPER

SPONSORED ARTICLE MPU

TABLET

BILLBOARD

MPU

SPONSORED ARTICLE

MOBILE

SPONSORED ARTICLE

MPU

MOBILE STICKY AD

LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

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***

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

- Homes & Interiors 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**.

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