

FASHION & BEAUTY SECRETS:

LOOKING FOR TIPS ON MAKEUP, SKINCARE & FASHION? HERE ARE 10 TOP PRODUCTS & SERVICES SO YOU CAN FEEL (AND LOOK) YOUR BEST EVERYDAY!



PUBLISHED WITH **MailOnline** ON FRIDAYS

Fashion & Beauty Secrets is a sponsored article of native content published on the *MailOnline* homepage. It appears in the first 5 articles of the sidebar **1** and is guaranteed to be viewed by a minimum of 400,000 engaged users - the advertorial content is hosted perpetually on the popular *Femail* section and includes dofollow links for the benefit of all advertising partners.

Curated by an experienced team of *MailOnline* copywriters, *Fashion & Beauty Secrets* showcases a high-quality selection of products and services, ranging from beauty & cosmetic treatments, haircare & accessories, makeup & skincare, self-tanning, as well as the latest fashion trends.

The *MailOnline* is 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. *Fashion & Beauty Secrets* serves as the essential guide to provide readers with advice on what to wear, plus expert beauty tips on makeup, hair and more.

Hosted on the *Femail* page of the *MailOnline*, *Fashion & Beauty Secrets* is the perfect shop window for brands and organisations looking to benefit from *MailOnline's* robust editorial environment, a mass readership who are interested in fashion & beauty, and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- 41% of readers say they take great pleasure in looking after their appearance
- 65% of *MailOnline* female readers agree that good hair makes them feel confident
- 3 in 4 female readers agree that having bad skin makes them feel less confident and their appearance affects their mood



3.8m
daily unique visitors to *MailOnline*

73%
of readers are ABC1

42
minutes is the average time spent reading *MailOnline* on a phone

SPONSORED ARTICLE EXAMPLE

Become a real sleeping beauty...



The essential oils in Puresential Rest & Relax Air Spray could help you drift off into a peaceful slumber

There's nothing worse than lying awake, struggling to sleep.

But most of us experience periods of restlessness and insomnia at some point in our lives and while it may be a temporary situation, a lack of sleep can have serious repercussions for our health.

But making just a few changes, like no screens before bed and taking a relaxing bath, can really make a difference.

And did you know that essential oils could help you drift off into a peaceful sleep too? So try using the Puresential Rest & Relax Air Spray.

This 100 per cent organic and natural spray helps to relieve stress and improve sleep so is the perfect solution for those finding it difficult to unwind.

Simply spray into the four corners of your bedroom before going to bed and the 12 essential oils will aid in settling down for a restful night's sleep.

Sweet dreams.

The info: Click here to buy Puresential Rest & Relax Air Spray, 75ml, for £16.99.

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

RATE CARD

Native package

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

x3 MPUs **3**

x1 billboard **4**

x2 skyscrapers **5**

x1 mobile banner **6**

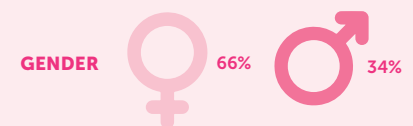
£19,950

DISTRIBUTION

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

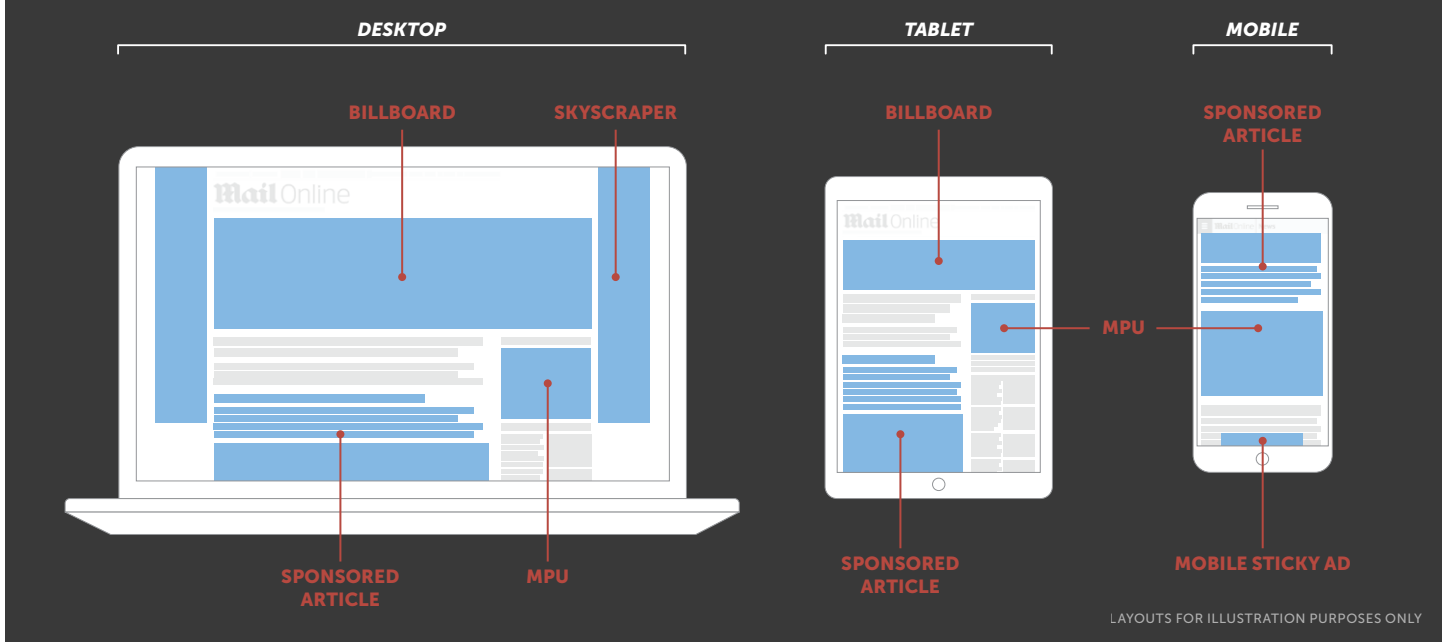
DEMOGRAPHICS

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



**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

- Fashion & Beauty Secrets 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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**CELEBRITY
SECRETS**


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