

Health and Wellbeing

checklist

WANT TO LOOK GOOD AND LIVE BETTER? THESE ARE THE TOP 10 BRANDS THAT WILL HELP YOU FEEL FABULOUS

PUBLISHED WITH DailyMail.com ON FRIDAYS

Health & Wellbeing Checklist is a native feature of the top 10 sponsored articles published on DailyMail.com's homepage. It initially appears in the first 5 articles of the sidebar **1** and is guaranteed a minimum of 100,000 views. The advertorial content is hosted perpetually on the popular Femail section with individual links to the benefit of 10 advertising partners.

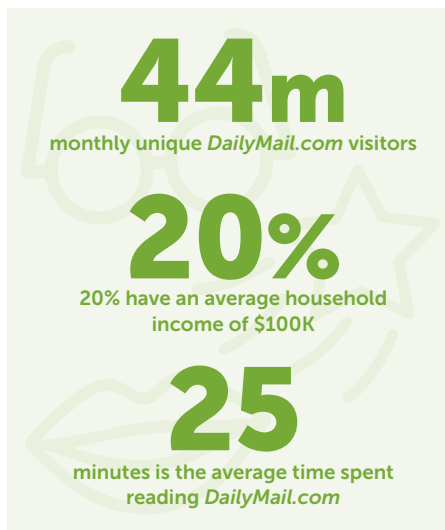
DailyMail.com is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The Femail page of DailyMail.com boasts a young, affluent readership, with women visiting an average of 13 times per month. Health & Wellbeing Checklist serves as the essential guide to help these health-conscious readers make positive changes in order to lead an improved lifestyle.

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

Health & Wellbeing Checklist is the perfect shop window for brands and organisations looking to benefit from DailyMail.com'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
- 13 million readers are eating more healthily now than they have in the past
- 630K daily unique users have kids at home



SPONSORED ARTICLE EXAMPLE

2

Slim down and feel great with ProteinWorld

The Slender Blend is a low-calorie, low-sugar, high-protein shake

When you're looking to slim down and feel great, why not shake things up?

The Slender Blend is a low-calorie, low-sugar, high-protein shake that can be used as a meal replacement to support weight loss goals, a nutritious snack in between meals or a post-workout recovery shake.

A serving of The Slender Blend contains 23g of protein, which helps to aid muscle recovery after exercise, and also helps you to feel fuller for longer. Boasting a range of health benefits, the formula includes 26 vitamins and minerals, alongside digestive enzymes, pre and probiotics to promote a healthy gut and reduce food cravings.

The Slender Blend comes in seven delicious flavours including white chocolate, raspberry, chocolate mint and salted caramel.

TRY IT: Click here to kickstart your health & fitness goals and get 40% off your first order on any product using code 'HWS40'

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

RATE CARD

Native package

100k article views **2** + circa 30,000 banner impressions respectively across:

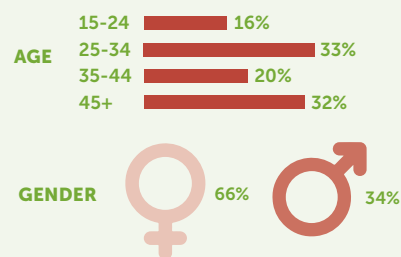
- x1 MPUs **3**
- x1 billboard **4**
- x1 skyscrapers **5**
- x1 mobile banner **6**

\$29,950 (£24,950)

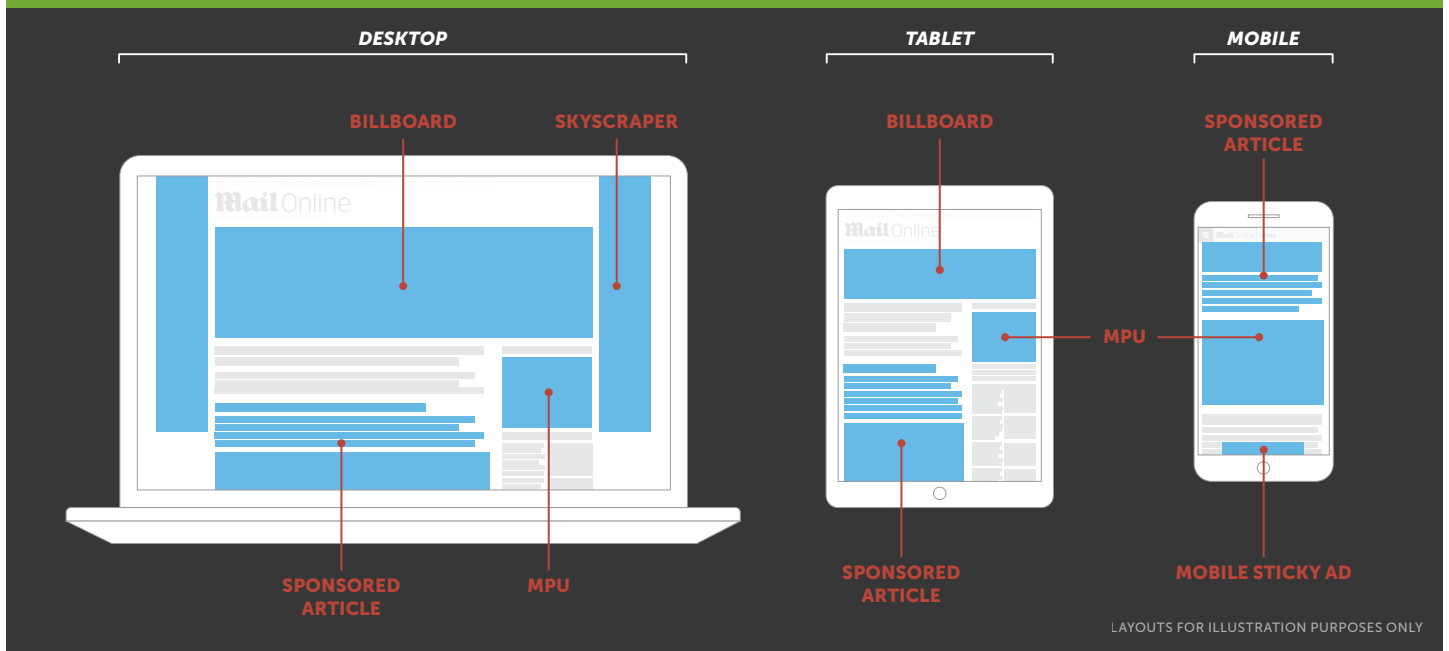
DISTRIBUTION

- Published within the first five articles on the DailyMail.com homepage and hosted on the Femail page perpetually
- Minimum 100,000 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 DailyMail.com
- **Article word count:** 150 words

IMAGE SPECIFICATION

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

CONTACT DETAILS
Hurst Media Company
United House, North Road
N7 9DP

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES
Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk
PRODUCTION DEPT.
Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

