

Education and Learning checklist

IT'S TIME TO FOCUS ON LEARNING: HERE'S TOP 10 IDEAS THAT WILL MAKE LIFE THAT BIT EASIER

(Eventual title will be chosen by the MailOnline on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH MailOnline ON FRIDAYS

Education & Learning Checklist is a native feature of top 10 sponsored articles published on the MailOnline homepage. It initially appears on 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 *Femail* section of MailOnline with individual links for the benefit of all 10 advertising partners.

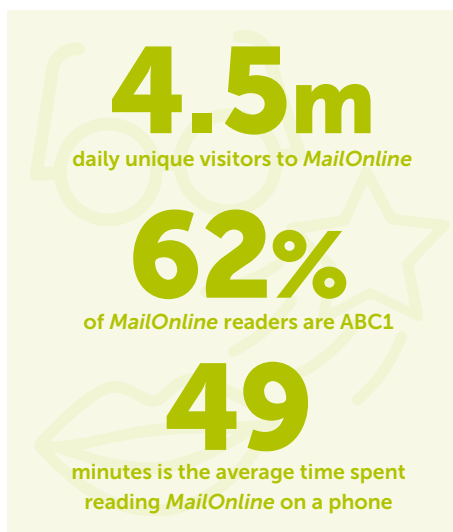
Curated by an experienced team of MailOnline copywriters, this native feature showcases a high-quality selection of top 10 products and services, such as vocational studies and apprenticeships, short courses, home learning, student loan advice, online training, tutoring, as well as evening or flexible learning classes.

The MailOnline is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The *Femail* page of the MailOnline boasts an affluent readership, with 73% who are ABC1. **Education & Learning Checklist** serves as the essential guide for readers during a time when life-changing decisions are made.

Hosted on the *Femail* page of the MailOnline, **Education & Learning 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
- MailOnline reaches 65% of mums every month
- 1 in 2 readers have ISA, investments or premium bonds



SPONSORED ARTICLE EXAMPLE **2**

Get ahead in your career or start a new one while you're at home



Udemy offers the world's largest selection of online video courses, enabling you to learn new techniques and skills at home.

Sometimes unexpectedly, we've all found ourselves with an awful lot of time on our hands. For many of us it's a blessing, because it has allowed us to rest and reevaluate what it is we actually want from life. However, some of us have been left climbing the walls as we try to keep ourselves entertained.

Now more than ever, it makes sense to dedicate this free time to some self-improvement, be it refining an existing skill or learning something completely new that could potentially better or even completely change your career - and that's where Udemy can help.

Whether it's a photography masterclass taught by a professional photographer, web development bootcamps or drawing classes, there are a huge number of exciting classes to choose from and expand your horizons with. Why not give it a try?

TRY IT: Click here to explore the classes on offer.

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**

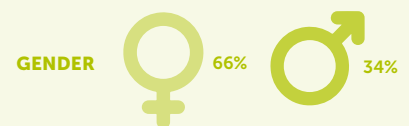
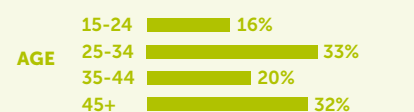
Video upgrade £1,000

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.

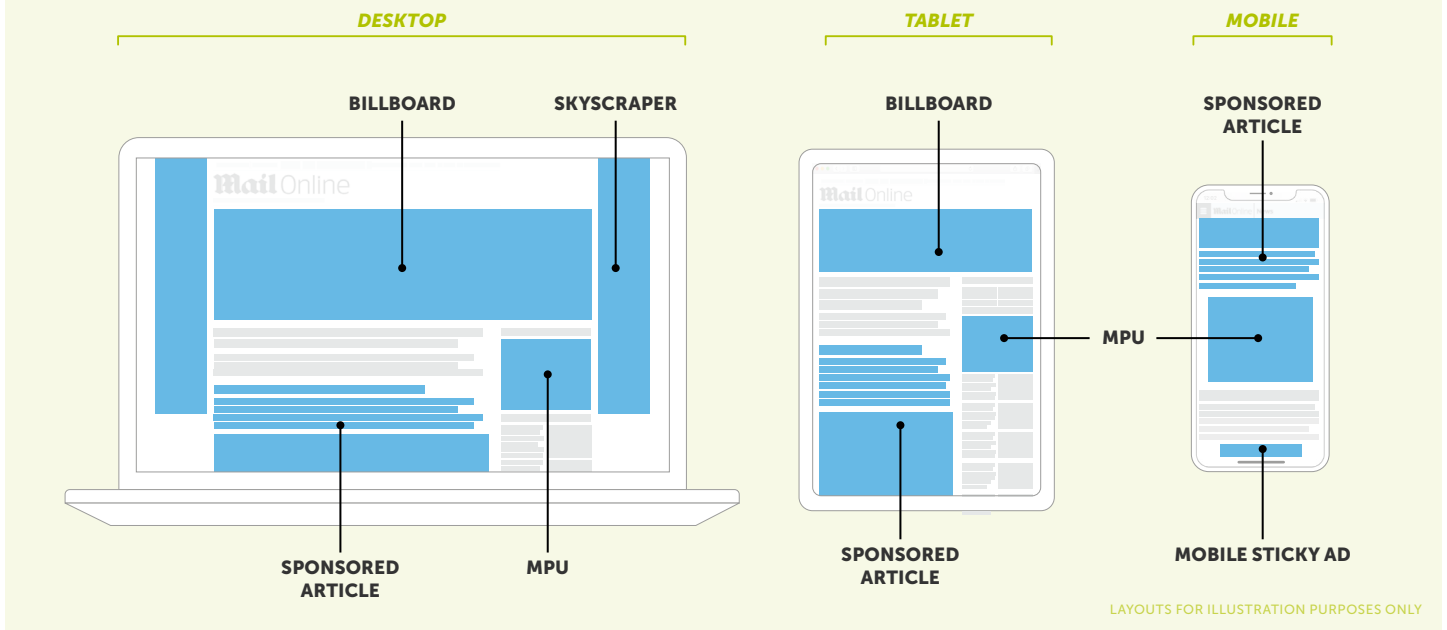
DEMOGRAPHICS



*Femail section readership

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

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:** 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

- Education & Learning 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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