

Christmas checklist

LOOKING FOR CHRISTMAS INSPIRATION? THESE ARE THE TOP 10 BRANDS THAT WILL GET YOU INTO THE FESTIVE SPIRIT

PUBLISHED WITH DailyMail.com ON FRIDAYS

Christmas Checklist is a native feature of the top 10 sponsored articles published on the DailyMail.com homepage. It initially appears in the first 10 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.

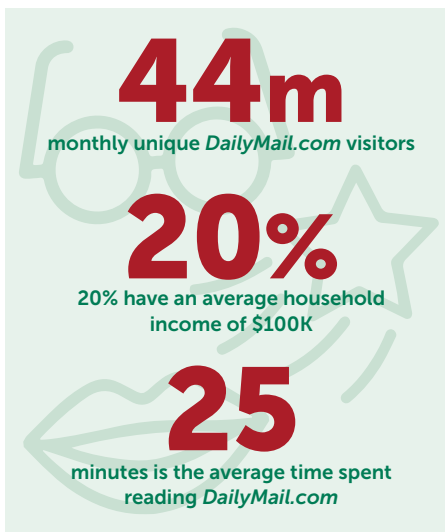
DailyMail.com is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The *Femail* page of DailyMail.com boasts a young, affluent readership, with readers 1.7 times more likely to have a household income of over \$150k. Christmas Checklist serves as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holiday season.

Curated by an experienced team of copywriters from DailyMail.com, Christmas Checklist showcases a high-quality selection of 10 products and services, from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

Christmas 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 just beginning to prepare for the festive season and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- During this season DailyMail.com readers are 1.6 times more likely to be a 'big spender'
- Readers are 1.6 times more likely to purchase seasonal outdoor entertaining items
- 48% regularly shop for children's clothes and toys
- *Femail* US readers are 1.4 times more likely to consume fashion and beauty content



SPONSORED ARTICLE EXAMPLE **2**

Festive delicacies infused with juniper

Award-winning gin distillers Silent Pool Gin have a range of fabulous products for the festive season - including their signature gin and some tasty treats.

Silent Pool have collaborated with Coin Valley Smokehouse to create a gin-infused smoked salmon. With salmon from the cold waters of the North Atlantic, accentuated with flavours of the Kaffir lime and juniper berry within the gin, results in a salmon bursting with unique flavour.

No gin lover's Christmas would be complete without the Silent Pool Gin Ultimate Christmas crackers. Each beautifully crafted teal and copper cracker contains a 5cl bottle of award-winning Silent Pool Gin, together with the Christmas cracker classics.

Silent Pool Liquid Gin garnishes are the ideal stocking filler for the cocktail lover this season. Choose from three distinct flavours: Kaffir Lime, Bergamot Orange and Christmas Spirit. Then, spray them onto cocktails to give them a festive makeover.

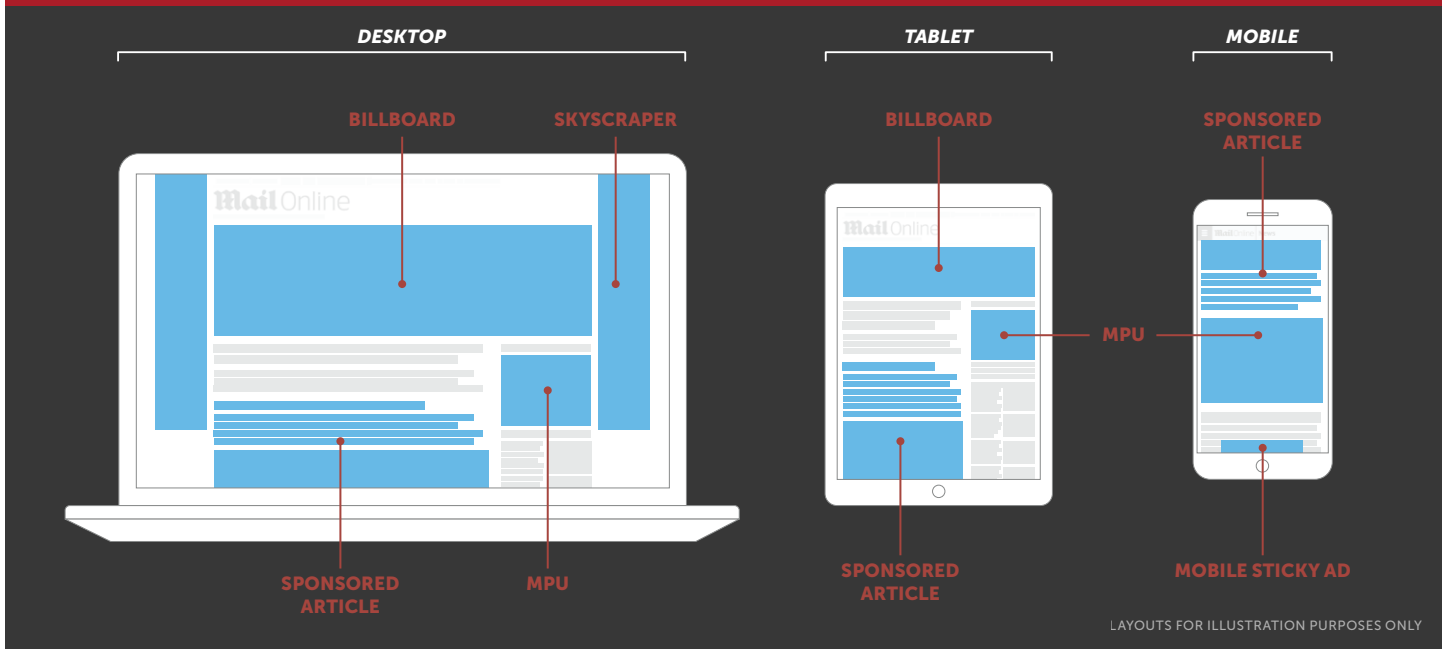
TRY IT: [Click here](#) for the full list of Silent Pool's festive products

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

RATE CARD	DISTRIBUTION	DEMOGRAPHICS
<p>Native package</p> <p>100k article views 2 + circa 30,000 banner impressions respectively across:</p> <ul style="list-style-type: none"> x1 MPUs 3 x1 billboard 4 x1 skyscrapers 5 x1 mobile banner 6 <p>\$29,950 (£24,950)</p>	<ul style="list-style-type: none"> • Published within the first five articles on the DailyMail.com homepage and hosted on the <i>Femail</i> page perpetually • Minimum 100,000 article views guaranteed • Available nationwide 	<p>AGE</p> <ul style="list-style-type: none"> 15-24 16% 25-34 33% 35-44 20% 45+ 32% <p>GENDER</p> <ul style="list-style-type: none"> Female 66% Male 34% <p>*Femail section readership</p>

*Facts and figures from MailMetroMedia

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).

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