

# Christmas checklist

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



## PUBLISHED WITH **MailOnline** ON FRIDAYS

**Christmas 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 400,000 views. The advertorial content is hosted perpetually on the *Femail* section with individual links for the benefit of all 10 advertising partners.

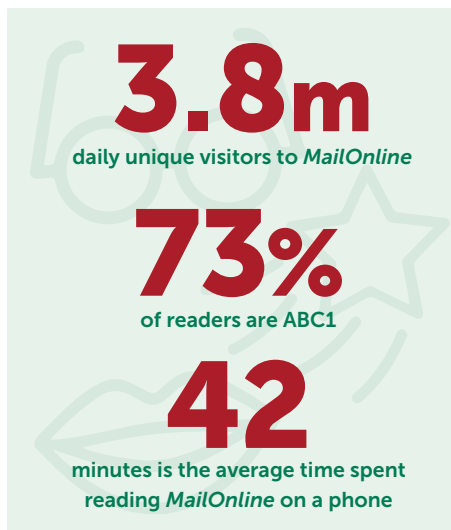
Curated by an experienced team of *MailOnline* copywriters, this native feature showcases a high-quality selection of top 10 products and services, such as Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

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. **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 festive holidays.

Hosted on the *Femail* page of the *MailOnline*, **Christmas 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
- 6/10 *MailOnline* readers like to try out new food products
- 41% of readers are more likely to have bought health and beauty products online



### 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 Colin 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 Poo's festive products

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

### RATE CARD

#### Native package

400k article views **2** + circa 120,000 banner impressions respectively across:

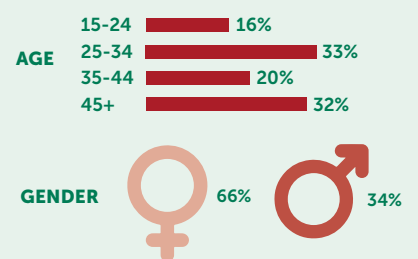
- x1 MPU **3**
- x1 billboard **4**
- x1 skyscraper **5**
- x1 mobile banner **6**

**£29,950**

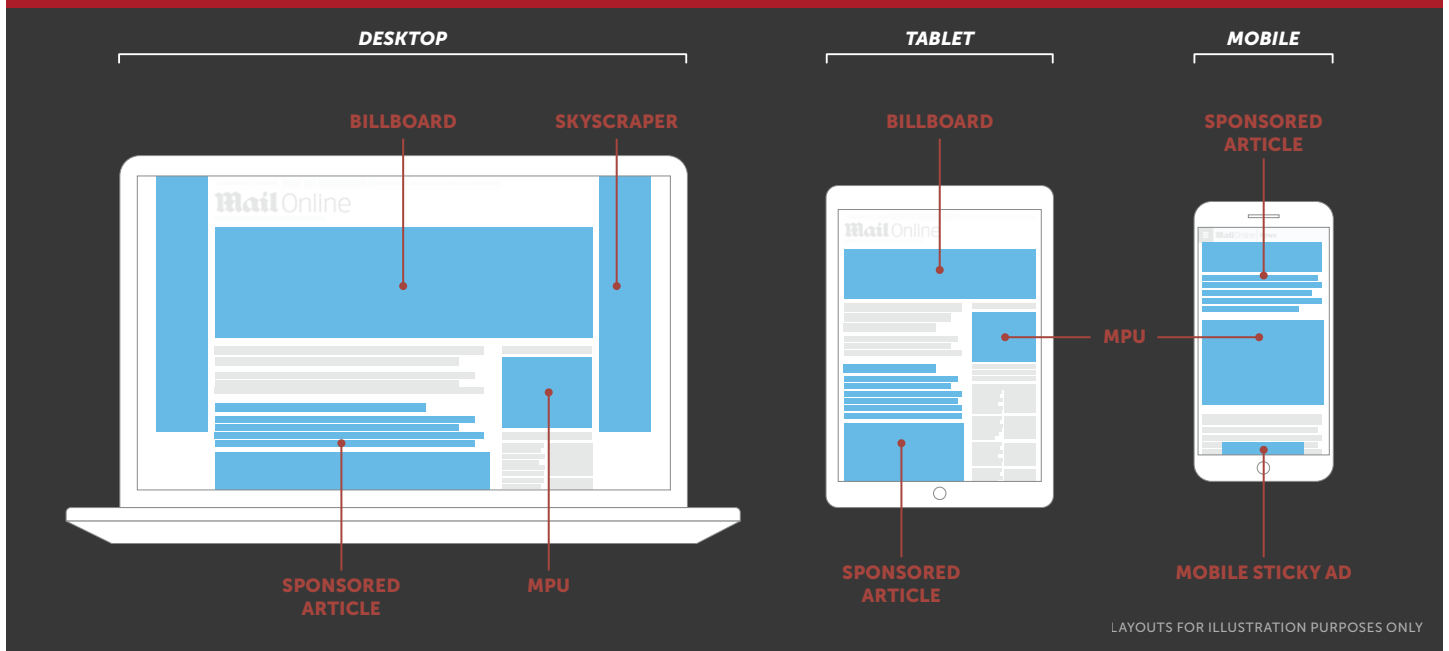
### DISTRIBUTION

- Published within the first ten articles on the *MailOnline* homepage and hosted on the *Femail* page perpetually
- Minimum 400,000 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 MailOnline
- **Article word count:** 150 words

### IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (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](mailto: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

- Christmas Checklist 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](http://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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