

Family checklist



**IT'S TIME TO FOCUS ON THE FAMILY:
HERE ARE 10 TOP IDEAS THAT'LL MAKE LIFE
JUST THAT BIT EASIER**

PUBLISHED WITH DailyMail.com ON FRIDAYS

Family Checklist is a native feature of the top 10 sponsored articles published on *DailyMail.com*'s 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. **Family Checklist** serves as the essential guide to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and finances.

Curated by an experienced team of copywriters from *DailyMail.com*, **Family Checklist** showcases a high-quality selection of 10 products and services, and serves as the essential guide to help parents make the best choices available for their children and loved ones.

Family 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 family and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- *DailyMail.com* readers are 2.3 times more likely to search for parenting tips
- 48% regularly shop for children's clothes and toys
- Readers in the US are 2.2 times more likely to search for family content
- A family-focussed 49% have children living at home



SPONSORED ARTICLE EXAMPLE

Treat them to an American original with SKIPPY® Peanut Butter **2**



Whether you're making a picnic for the park or thinking ahead to when the new school term begins, ideas for lunches the little ones will love are always welcome. Treat them to a real American original with some American-style SKIPPY® Peanut Butter.

Made from more than 90 per cent of the finest peanuts, it's super nutty with a creamy texture. And there are so many ways to enjoy this delicious peanut butter; spread on toast for breakfast, in the ultimate Peanut Butter and Jelly sandwich for a packed lunch, flipped in a few peanutty pancakes or baked into moreish cupcakes.

Try any SKIPPY® variety on for size—there's something to make everyone smile. Available in Extra Smooth and Extra Crunchy varieties, SKIPPY® Peanut Butter has been a firm favourite in the states or over 80 years so why not add it your shopping list and make it one of your traditions too?

The info: Click here to find out where you can get your hands on America's famous peanut butter and for recipe inspiration.

CLICK HERE TO SEE A LIVE FEATURE

RATE CARD

Native package

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

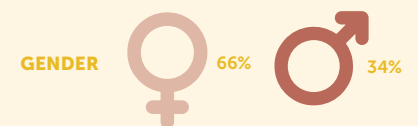
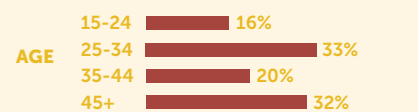
- x1 MPUs **3**
- x1 billboard **4**
- x1 skyscrapers **5**
- x1 mobile banner **6**

\$29,950 (£24,950)

DISTRIBUTION

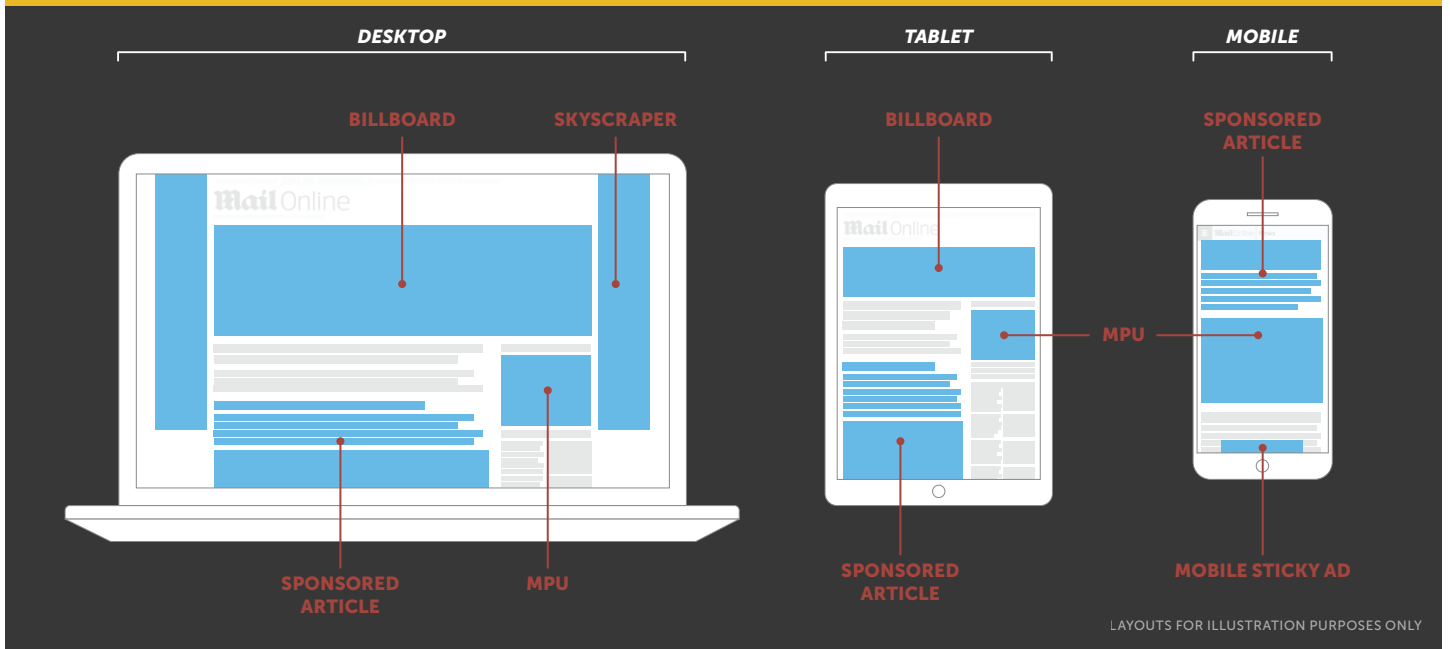
- Published within the first ten articles on the *DailyMail.com* homepage and hosted on the *Femail* page perpetually
- Minimum 100,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS



**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 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

- Family 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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